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## City Administrator Report to Mayor & City Council

January 6, 2012, Edition No. 31

### Report:

1. ATE: We received \$28,250 in fines from GATSO on 12/30/11 for the last half of December. The City revenue after the GATSO fees is \$18,746. The updated spreadsheet is attached. I've also updated the 2nd page of the attached worksheet on unpaid fines turned over to MCA. There was a total of 276 accounts totaling \$30,895 turned over for collections for the month of December.
2. The attached spreadsheet has been updated for the hotel/motel taxes we just received for the quarter ended 9/30/11. In checking with the State if there was a reason for the decrease, they responded that "one permit had not finished processing and their funds will be included in the next quarter distribution". Since they do not give out amounts for individual hotels/motels, we will need to take this into consideration when we receive the taxes for the 12/31 quarter.
3. Blue Zones: Please see the attached application submitted by the Blue Zones Committee on January 4<sup>th</sup>.

**"I remember Muscatine for its sunsets. I have never seen any on either side of the ocean that equaled them" — Mark Twain**

**City of Muscatine**  
**Automated Traffic Enforcement System**  
**Summary of Tickets Collected by GATSO**

Date Range		Collections		GATSO Fee (\$27/pd ticket)		Net City Revenue		Fiscal Year	
From	To	Amount	Number					Cumulative Amount (City)	Cumulative Total (City)
<b><u>FY 2010/2011</u></b>									
4/26/2011	5/10/2011	\$ 16,400.00	218	\$ 5,886.00		\$ 10,514.00		\$ 10,514.00	
5/11/2011	5/26/2011	59,225.00	779	21,033.00		38,192.00		48,706.00	
5/27/2011	6/10/2011	77,080.00	1,011	27,297.00		49,783.00		98,489.00	
6/11/2011	6/25/2011	73,115.00	945	25,515.00		47,600.00		146,089.00	
6/26/2011	6/30/2011	26,570.00	338	9,126.00		17,444.00		163,533.00	
(Fiscal Yr-End Cutoff)									
Subtotal - FY 2010/2011		\$ 252,390.00	3,291	\$ 88,857.00		\$ 163,533.00		\$ 163,533.00	
<b><u>FY 2011/2012</u></b>									
7/1/2011	7/10/2011	\$ 31,790.00	405	\$ 10,935.00		\$ 20,855.00		\$ 20,855.00	184,388.00
7/11/2011	7/26/2011	99,105.00	1,264	34,128.00		64,977.00		85,832.00	249,365.00
7/27/2011	8/10/2011	82,675.00	1,065	28,755.00		53,920.00		139,752.00	303,285.00
8/11/2011	8/26/2011	68,265.00	870	23,490.00		44,775.00		184,527.00	348,060.00
8/27/2011	9/10/2011	51,010.00	642	17,334.00		33,676.00		218,203.00	381,736.00
9/11/2011	9/26/2011	63,040.00	798	21,546.00		41,494.00		259,697.00	423,230.00
9/27/2011	10/10/2011	39,675.00	496	13,392.00		26,283.00		285,980.00	449,513.00
10/11/2011	10/27/2011	52,915.00	672	18,144.00		34,771.00		320,751.00	484,284.00
10/28/2011	11/10/2011	34,910.00	446	12,042.00		22,868.00		343,619.00	507,152.00
11/11/2011	11/25/2011	36,410.00	459	12,393.00		24,017.00		367,636.00	531,169.00
11/26/2011	12/10/2011	31,235.00	400	10,800.00		20,435.00		388,071.00	551,604.00
12/11/2011	12/27/2011	28,250.00	352	9,504.00		18,746.00		406,817.00	570,350.00
Subtotal - FY 2011/2012 (to date)		\$ 619,280.00	7,869	\$ 212,463.00		\$ 406,817.00			
Total to Date		\$ 871,670.00	11,160	\$ 301,320.00		\$ 570,350.00			

**City of Muscatine**  
**Automated Traffic Enforcement System**  
**Summary of Tickets Forwarded to MCA Collection Service**

<b>Date to MCA</b>	<b>Unpaid Amounts to MCA from GATSO</b>				<b>MCA Collections</b>						<b>MEMO Number Canceled</b>	
	<b>Number</b>		<b>Amount</b>		<b>Payment date from MCA</b>	<b>Number</b>		<b>Payments</b>				
	<b>Current</b>	<b>Cumulative</b>	<b>Current</b>	<b>Cumulative</b>		<b>Current inc. Partials</b>	<b>Cumulative</b>	<b>Current</b>	<b>Cumulative</b>			
7/7/2011	144	144	\$ 15,990.00	\$ 15,990.00	8/12/2011							
8/1/2011	417	561	46,440	62,430.00	(July collections)	26	26	\$ 2,694.06	\$ 2,694.06		3	
9/6/2011	364	925	40,565	102,995.00	9/12/2011							
10/4/2011	477	1,402	53,395	156,390.00	(Aug collections)	74	100	7,438.75	10,132.81		9	
10/31/2011	288	1,690	32,345	188,735.00	10/14/2011							
11/23/2011	191	1,881	21,750	210,485.00	(Sept collections)	98	198	9,682.38	19,815.19		1	
12/30/2011	276	2,157	30,895	241,380.00	11/10/2011							
					(Oct collections)	150	348	13,938.33	33,753.52		12	
					12/12/2011							
					(Nov collections)	128	476	10,224.38	43,977.90		1	

**City of Muscatine**  
**Hotel/Motel Tax Receipts**  
**1981 Through the Quarter Ended September 30, 2011**  
**Calendar Year Basis**  
**(Reflects Sales Tax for the Quarter Indicated Received by the City in the Following Quarter)**

<b>Quarter Ended:</b>	<b>1981</b>	<b>1982</b>	<b>1983</b>	<b>1984</b>	<b>1985</b>	<b>1986</b>	<b>1987</b>	<b>1988</b>	<b>1989</b>	<b>1990</b>
March 31	N/A	\$ 19,232.96	\$ 18,681.98	\$ 20,297.13	\$ 18,009.11	\$ 16,709.02	\$ 17,009.89	\$ 17,569.02	\$ 23,469.48	\$ 26,448.19
June 30	22,524.49	21,870.19	21,848.36	21,360.82	20,456.33	16,722.85	17,434.77	20,999.14	24,891.65	30,498.07
September 30	22,943.58	22,440.75	22,663.46	22,541.57	21,131.85	20,424.40	17,824.69	26,701.15	29,046.75	32,003.03
December 31	20,019.16	17,739.93	20,000.55	18,367.11	15,842.84	14,163.27	21,787.58	21,108.93	23,155.62	22,971.37
<b>Totals</b>	<b>\$ 65,487.23</b>	<b>\$ 81,283.83</b>	<b>\$ 83,194.35</b>	<b>\$ 82,566.63</b>	<b>\$ 75,440.13</b>	<b>\$ 68,019.54</b>	<b>\$ 74,056.93</b>	<b>\$ 86,378.24</b>	<b>\$ 100,563.50</b>	<b>\$ 111,920.66</b>

<b>Quarter Ended:</b>	<b>1991</b>	<b>1992</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>
March 31	\$ 24,305.78	\$ 27,711.87	\$ 60,894.40	\$ 24,483.42	\$ 44,578.12	\$ 51,405.94	\$ 54,742.68	\$ 61,102.75	\$ 67,404.48	\$ 59,417.74
June 30	31,847.41	54,074.28	56,858.82	82,397.18	76,758.21	68,952.70	74,099.44	82,774.25	73,742.69	74,119.67
September 30	34,881.63	62,854.35	67,253.12	79,392.19	70,042.93	78,281.78	76,141.18	86,567.88	96,915.22	76,958.27
December 31	25,472.90	33,368.49	55,666.56	42,913.95	66,771.86	60,657.31	66,553.96	71,106.50	63,865.01	78,280.53
<b>Totals</b>	<b>\$ 116,507.72</b>	<b>\$ 178,008.99</b>	<b>\$ 240,672.90</b>	<b>\$ 229,186.74</b>	<b>\$ 258,151.12</b>	<b>\$ 259,297.73</b>	<b>\$ 271,537.26</b>	<b>\$ 301,551.38</b>	<b>\$ 301,927.40</b>	<b>\$ 288,776.21</b>

<b>Quarter Ended:</b>	<b>2001 (#3)</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
March 31	\$ 69,292.78	\$ 58,990.57	\$ 57,351.91	\$ 69,710.27	\$ 79,835.21	\$ 72,552.48	\$ 71,768.06	\$ 67,766.16	\$ 66,267.81	\$ 61,255.18
June 30	106,317.92	77,900.53	80,745.70	91,181.51	93,847.60	90,337.59	100,316.37	91,518.91	78,997.38	92,787.24
September 30	76,274.37	72,877.04	81,699.38	84,352.24	75,707.03	92,400.28	108,581.41	122,708.53	89,635.77	92,418.76
December 31	63,041.37	63,679.21	68,206.60	69,540.31	67,478.39	74,333.00	98,387.80	76,380.57	58,594.48	73,512.88
<b>Totals</b>	<b>\$ 314,926.44</b>	<b>\$ 273,447.35</b>	<b>\$ 288,003.59</b>	<b>\$ 314,784.33</b>	<b>\$ 316,868.23</b>	<b>\$ 329,623.35</b>	<b>\$ 379,053.64</b>	<b>\$ 358,374.17</b>	<b>\$ 293,495.44</b>	<b>\$ 319,974.06</b>

<b>Quarter Ended:</b>	<b>2011 (#4)</b>
March 31	\$ 97,259.96
June 30	100,472.96
September 30	<b>78,823.22 *</b>
December 31	
<b>Totals</b>	<b>\$ 276,556.14</b>

Hampton Inn  
opened late in  
2010

\* One permit had not  
finished processing for  
the 9/30/11 quarter; funds will  
be included next quarter

**Notes:**

1. Hotel/motel tax implemented 4-1-81 at a rate of 4%.
2. Hotel/motel tax increased to 7% effective 4-1-92
3. Hotel/motel tax for quarter ended June 30, 2001 included \$21,705.23 for prior quarters per State (late payments plus interest).
4. Hotel/motel tax for quarter ended March 31, 2011 includes \$5,345.83 for the prior quarter.

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# *Muscatine Blue Zone Project Application*

## **Contact Information**

Your Name	Mary B Odell RN, BSN, MOL
Title	Director of Public Health
Organization	Trinity Muscatine
Mailing Address	1609 Cedar Street, Muscatine, IA 52761
Email Address	<a href="mailto:mbodell@trinitymuscatine.com">mbodell@trinitymuscatine.com</a>
Phone Number	563-264-9134

## 1. Define your “community”. What is the defined target geographic area?

Located in east central Iowa along the picturesque banks of the Mississippi River, **Muscatine** has a rich history of local community leaders representing schools, employers, government and community organizations collaborating on projects and programs to enhance the high quality of life found in Muscatine.

The community of Greater Muscatine is the defined target geographic area. **Greater Muscatine is the area within the boundaries of the Muscatine Community School District and/or the City of Muscatine.** Figure 2 on the following page depicts the approximately 256-square-mile geographic area defined as Greater Muscatine. The population of Greater Muscatine is **29,853**.

Greater Muscatine is made up of the City of Muscatine and areas of unincorporated Muscatine County where residents identify themselves as members of the Greater Muscatine community. This area is almost exclusively represented by a single city council and single school district. See Table 1 for more details.

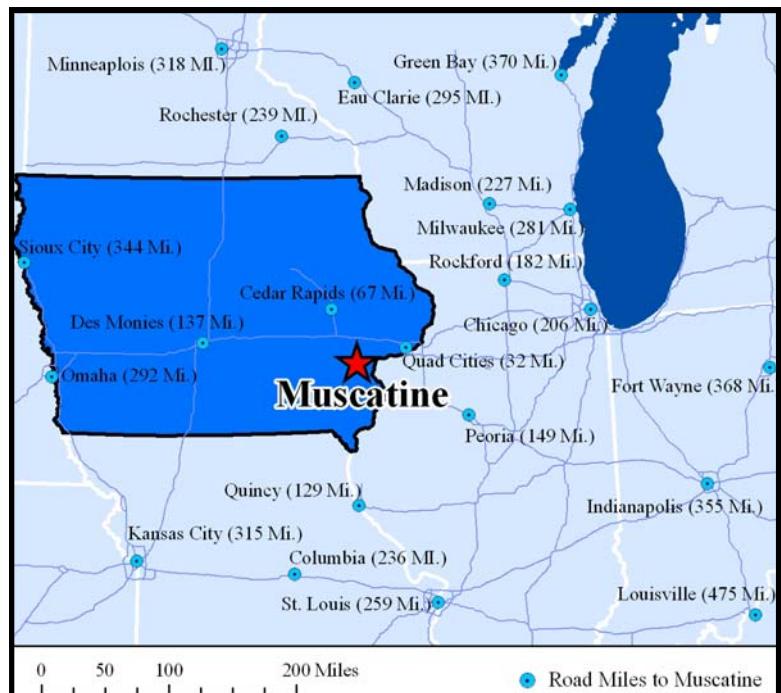


Figure 1: Location of Muscatine

Residents Residing in:	Percentage of the Greater Muscatine Population
Greater Muscatine	29,852 100%
City of Muscatine	22,886 77%
Muscatine Community School District	29,454 99%
City of Muscatine <b>AND</b> the Muscatine Community School District	22,488 75%
Muscatine Community School District <b>BUT NOT</b> the City of Muscatine	6,966 23%
City of Muscatine <b>BUT NOT</b> the Muscatine Community School District	398 1%

Table 1: Greater Muscatine Population by Jurisdiction (Source: 2010 Census)

From 2000 to 2010 the **population of Greater Muscatine increased by 1.7%**, with a higher percentage of residents who identified themselves as something other than White, Non-Hispanic in 2010 than in 2000. The racial and ethnic diversity of Greater Muscatine increased between 2000 and 2010. Although White, Non-Hispanics continue to be the largest racial or ethnic group in Greater Muscatine, comprising 82.0% of the population in 2010, that category actually declined by 1,099 people from 2000. That decline was more than offset by population growth in all other racial and ethnic groups. Hispanics make up the next largest racial or ethnic group in Greater Muscatine, making up 14.1% of total population. Between 2000 and 2010, the **Hispanic population increased by 1,165**, an increase of more than 38%. During this same period of time the **African-American population more than doubled** and now accounts for nearly two percent of the overall population. Tables 3 and 4 on the following page contain a detailed breakdown of the racial, ethnic and age characteristics of Greater Muscatine and how these have changed since 2000.

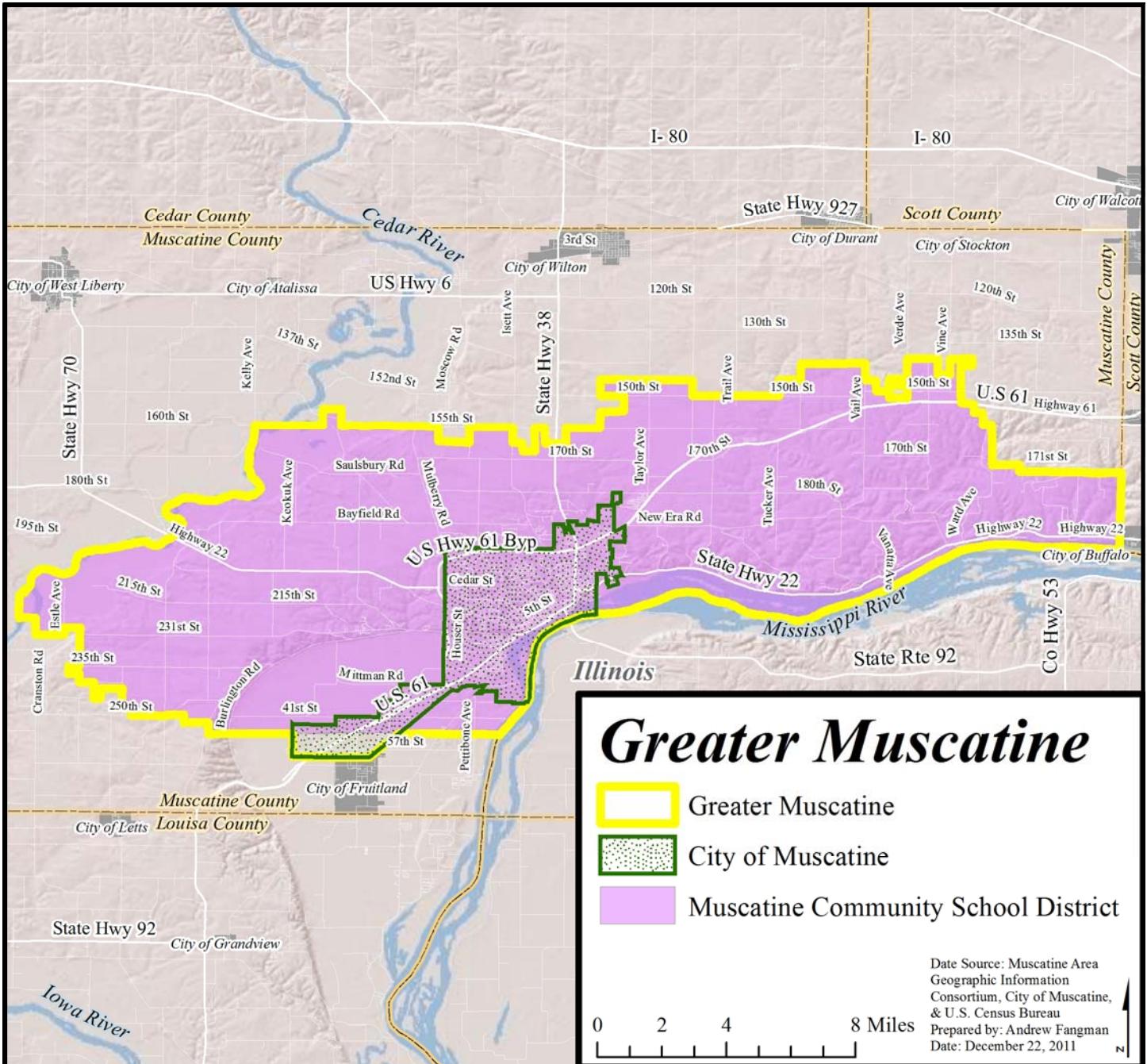


Figure 2: Greater Muscatine

	2010		Change From 2000	
	#	%	#	%
Total Population	29,852	100.0%	507	1.7%
White	24,474	82.0%	-1,099	-4.3%
Hispanic	4,220	14.1%	1,165	38.1%
African-American	512	1.7%	275	116.0%
American Indian	70	0.2%	6	9.4%
Asian	224	0.8%	49	28.0%
Other	352	1.2%	111	46.1%

Table 2: Greater Muscatine Population, Race and Ethnicity

Age Group	2010		Change From 2000	
	#	%	#	%
0-9	4,293	14.4%	-17	-0.4%
10-19	4,241	14.2%	-32	-0.7%
20-29	3,488	11.7%	-164	-4.5%
30-39	3,619	12.1%	-478	-11.7%
40-49	4,039	13.5%	-525	-11.5%
50-59	4,269	14.3%	926	27.7%
60-69	2,927	9.8%	794	37.2%
Over 70	2,976	10.0%	3	0.1%

Table 3: Greater Muscatine Age Cohorts

## Muscatine Blue Zone Project Application

**2. Disclose any changes (or corrections) to information about your community description as compared to your Statement of Interest document. For example, has the population changed based on a refined definition of your community?**

The population number has changed from 31,524 to 29,852, a change of 1,672, due to our refined definition of the **Greater Muscatine** community. This reflects a refinement to the Greater Muscatine definition to only include persons that live within the **City of Muscatine** and/or the **Muscatine Community School District** boundaries.

In **November 2011**, the City of Muscatine held municipal elections that resulted in the election of a new mayor and two new city council members. **DeWayne Hopkins** is now Mayor of Muscatine. He replaced Richard O'Brien, who retired after 16 years in office. As of January, the Muscatine City Council will be comprised of (*newly elected members listed in italics*):

- Philip Fitzgerald—First Ward
- Mark LeRette—Second Ward
- *Tom Spread*—Third Ward
- Robert Bynum—Fourth Ward
- *Jeanette Phillips*—Fifth Ward
- Osama Shihadeh—At Large
- Scott Natvig—At Large



Figure 3: 26th Annual HNI 5K Run/Walk. An event jointly put on by HNI Corporation (the community's largest employer) and the Muscatine Running Club. The event is held along the Muscatine riverfront; and in 2011 had 177 participants. HNI employees had the opportunity to register for a discounted price.

*Photo Credit: Muscatine Running Club*

**3. Describe the business environment of your community. Include in your description the number of employers, their historical support of the community and how many people they employ. Include distance workers travel to work (local vs. commuter) and other employer statistics that may be helpful for us to understand the business environment.**

The business environment of Muscatine is one of strength and diversity, which many larger communities would be pleased to call their own. From its early lumber processing days - to when the pearl button was king - to today, when the community's business climate is anchored by many strong and diverse industries, Muscatine has been and continues to be a City of Business.

Muscatine has demonstrated a strong entrepreneurial spirit throughout its history, with **seven of the area's top 13 employers being founded or headquartered in the Muscatine area**. That spirit continues today. The relationship between the community's businesses, local government and its citizens has resulted in a town that recognizes the value for Muscatine to be a great place to live, work and play.

Over 8,600 individuals in the area work for these top employers and represent approximately 47% of the Greater Muscatine population between 18 and 65 in age. Other important employers in the area, but not included in Table 4, include Carver Pump, Potters and Hoffmann, Inc. There is also significant government/public employment, including municipal, county, state and community college staffing.

The vast majority of people who work in the greater Muscatine area live relatively close to their worksite. A 2011 Laborshed Analysis conducted by Iowa Workforce Development confirmed most employees live within in a 20-mile radius of Muscatine. The Census Bureau's 2009 American Community Survey reported a mean travel time work of 15 minutes for City of Muscatine residents.

<i><b>Employer</b></i>	<i><b>Number of Employees</b></i>	<i><b>Type of Industry</b></i>
HNI	3,200	Office Furniture
Muscatine Foods Corporation, (Including Kent Feeds and Grain Processing Company)	1,010	Corn Processor. Animal Feed & Alcohol Manufacturing
Muscatine Community School District	820	PreK-12 Education
Trinity Muscatine	480	Health Care
SSAB	470	Steel
Musco Sports Lighting	400	Sports-Lighting Systems
Monsanto	380	Chemical
Wal-Mart Superstore	360	Retailer
Heinz USA	305	Gravy and Ketchup
Muscatine Power and Water	300	Public Water, Power & Communications Utility
Stanley Group	280	International Engineering and Consulting Firm
Hy-Vee	260	Grocery Retail
Raymond	220	Fork Lift Equipment
Bridgestone-Bandag	180	Tire Retread Equipment

Table 4: Major Employers (Employers who signed a Blue Zone Project commitment letter are highlighted in blue, copies of the letter can be found in Appendix A of this application.)

The Greater Muscatine Chamber of Commerce and Industry has a membership of 382 businesses, which includes the earlier list of employers. In addition, approximately 350 small businesses that individually employ from 1-50 people provide the majority of the membership in the association.

The business environment of Greater Muscatine has long been defined by the fact that a majority, seven of the community's 13 largest employers, with a cumulative payroll of more than 6,670 people, have **headquarters or were founded in Muscatine**. The deep roots of these employers in the area's history has translated into those **employers taking a leading and strongly supportive role in efforts to improve Muscatine**. It would be a very difficult task to catalog the amount of money, manpower and leadership these companies have provided over the years to support efforts to better the community. However, highlights of those efforts would include amenities such as the Muscatine Soccer Complex, the Carver Swimming Center, the Muscatine Family Y, the redevelopment of the Muscatine riverfront, the construction of Muscatine's trail network and the Synthetic Turf Rugby Field.

None of these facilities; or the multitude of other community improvement projects, programs, amenities and facilities that are discussed throughout the rest of this application, would have happened without **strong support from local business leaders**. These project and facilities also represent only a small fraction of the total number of activities that have been supported by the business community.

This tradition of strong support for community improvement by the business community has been evident from the beginning of Greater Muscatine's Blue Zone Project effort. **Ten of Greater Muscatine's 13 largest employers have signed a Blue Zone Commitment Letter**, as have ten other business leaders. This **support is deeper than just signing a letter**. Many of the Power 9 Advisory Board members and chairs of the 14 well-being improvement initiatives are also Muscatine business leaders. HNI Corporation, Greater Muscatine's largest employer and one of Iowa's largest state-based companies, has been notably active in the early stages of Greater Muscatine's drive to become a Blue Zone Community. Gary Carlson, HNI Vice President of Member and Community Relations, is involved as a Power 9 Advisory Board member. HNI has also offered to provide any office furniture needed for Blue Zone Project office in Muscatine



Figure 4: Ribbon Cutting Ceremony for the Weed Park to Wildcat Den Trail. A nearly 1.5-mile extension to the City of Muscatine trail network was completed in 2011. This project could not have been accomplished without the support of the local business community. SSAB contributed \$50,000 to this project and HNI contributed \$25,000. The easements for this trail extension were provided at no cost by HNI, Bridgestone-Bandag and Muscatine Community College.

*Photo Credit: Greater Muscatine Chamber of Commerce & Industry*

## Muscatine Blue Zone Project Application

**4. Describe the top three priorities of the Mayor/City Council (e.g., education, new construction, budget, etc.) and list any major political or community campaigns, or priorities that are happening in your community.**

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In October of 2011, the City of Muscatine adopted a two-year policy agenda and a two-year management agenda to provide direction and make budgetary decisions. Both featured a separate series of priorities. While the council placed a high priority on specific health and wellness related projects, it also identified more basic top priorities. Health and wellness projects to be addressed will be the ongoing construction of trails and bike trails, as well as, upgrading the city's stellar outdoor soccer and ballfield complexes.

***City of Muscatine Policy Agenda Priorities (2012-2014)***

- Update the city-wide comprehensive plan by incorporating Iowa's Smart Planning Principles, which include but are not limited to the following principles:
  - **Revitalization:** Planning, zoning, development and resource management should facilitate the revitalization of established town centers and neighborhoods by promoting development that conserves land, protects historic resources, promotes pedestrian accessibility and integrates different uses of property. Remediation and reuse of existing sites, structures and infrastructure are preferred over new construction in undeveloped areas.
  - **Housing Diversity :** Planning, zoning, development and resource management should encourage diversity in the types of available housing, support the rehabilitation of existing housing and promote the location of housing near public transportation and employment centers.
  - **Collaboration:** Governmental, community and individual stakeholders, including those outside the jurisdiction of the entity, are encouraged to be involved and provide comment during deliberation of planning, zoning, development and resource management decisions; and during implementation of such decisions. The state agency, local government or other public entity is encouraged to develop and implement a strategy to facilitate such participation.
- Utilize **the National Citizen Survey results** for policy and budget decisions. Survey findings include:
  - **Residents in the City of Muscatine are civically engaged.** The survey revealed 23% had attended a meeting of local elected public officials or other local public meeting in the previous 12 months. **In addition, 98% had provided help to a friend or neighbor;** and a majority had volunteered time to some group or activity in the City of Muscatine, an amount much higher than the benchmark.
  - Most residents **experienced a good quality of life in the City of Muscatine and** believed the city was a good place to live. The overall quality of life in the City of Muscatine was rated as "excellent" or "good" by 57% of respondents.
  - **Muscatine residents use existing parks, recreation facilities and programs at a much higher rate than the national average.** City park use stood at 93%. The survey also showed 75% of the population used a recreational facility and 56% participated in a recreational program or activity. In addition to this high level of usage, respondents also **reported a desire for an increase and greater enhancement of parks, recreational facilities and programs.**
  - Cultural, artistic, social, community health and educational services were identified as areas where residents would like to **see more services offered.**
- Develop policies/incentives **to encourage in-fill opportunities within the city limits.**

***City of Muscatine Management Agenda Priorities (2012-2014)***

- Maintain and continually improve the city's new website to maximize its potential as a resource for public communication.
- Complete an update of the city code.
- Complete a rewrite of the city's 1974 zoning ordinance.

In 2012 the City of Muscatine will engage in a **community wide effort to draft a new comprehensive plan**. This plan will contain the community vision of what it would like to become and how to achieve this vision. It will replace the current version of the comprehensive plan, which was adopted in 2002. The timing of this rewrite presents a **unique opportunity for the healthy living principles of the Blue Zone Project to be woven into the plan**. This timely coincidence will guide the development of Muscatine for years to come; and with the incorporation of the Blue Zone Project, formalize healthy living as part of the foundation of the community's future vision.

The comprehensive plan will incorporate **Iowa's Smart Planning Principles**. The ten principles are contained in the Iowa Smart Planning Act, which was signed into law on April 26, 2010 and is found in Iowa State Code Chapter 18B: Land Use – Smart Planning. Some of these principles closely align with the goal of the Blue Zone Project. These include the call for **pedestrian accessibility** to be enhanced; and for **the collaboration of governmental, community and individual stakeholders** to develop **the vision of a community's future and complete actions and decisions to implement that vision**.

The Muscatine City Council also identified as a top priority to use the results of the recently conducted **National Citizen Survey** in developing the new comprehensive plan. Incorporating Iowa's Smart Planning Principles establishes a strong alignment to the initiatives residents identified as important to the quality of life in Muscatine and the goals of the Blue Zone Project. Residents listed **cultural, artistic, social, community health, parks, recreational and educational facilities and services** as critical to Muscatine's quality of life; and supported facility and service improvements. **Combining future development and Blue Zone principles offers a significant opportunity that should be continued and strengthened**.

An **updated city code** and **updated zoning ordinance** are identified by the Muscatine City Council as top management priorities. These two actions will be critical to implementing the new comprehensive plan and creating the Muscatine that residents envision. However, for a vision to be meaningful, there must be concrete steps taken to implement supporting projects. By identifying these as top priorities, the **Muscatine City Council** has demonstrated it is **committed to making the community's future vision a reality**.

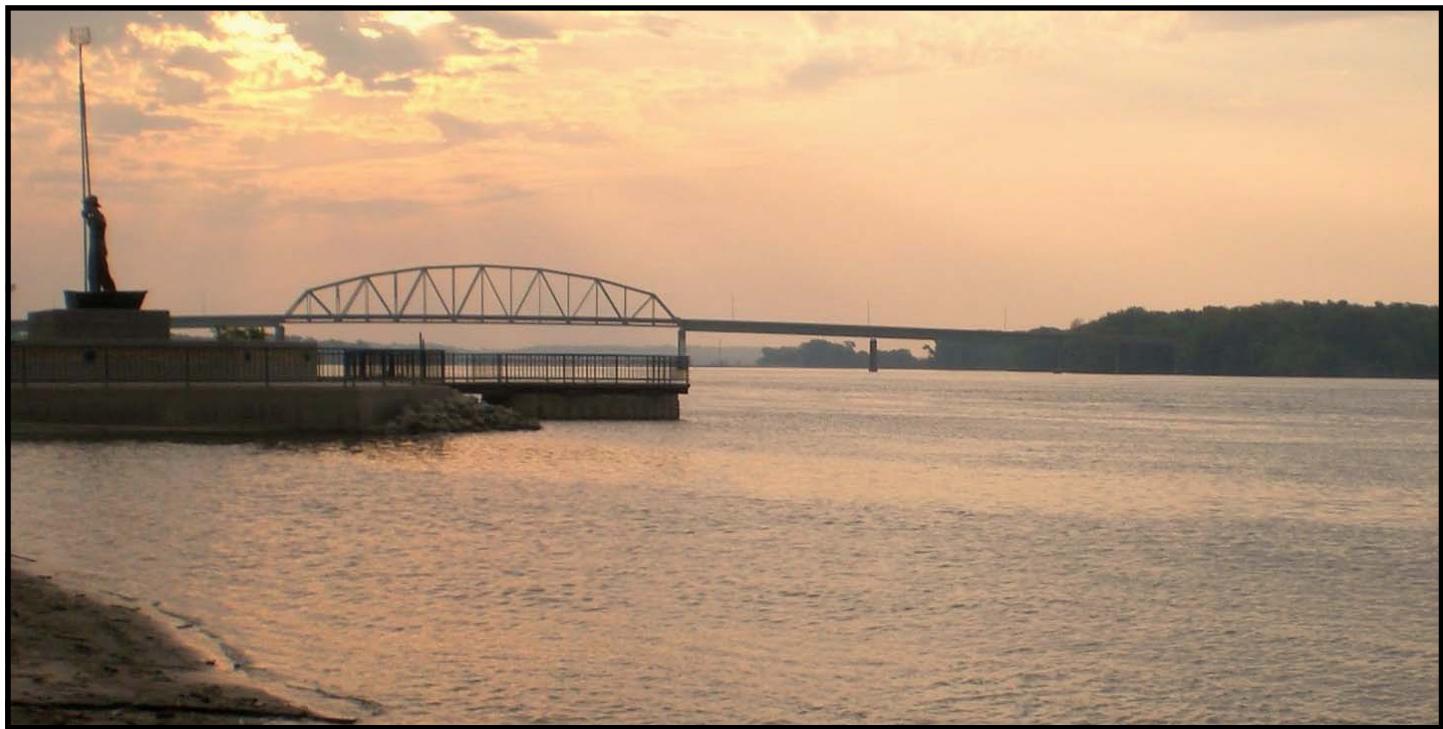


Figure 5: Muscatine Riverfront at Dawn

## Muscatine Soccer Complex Expansion

The **Muscatine Soccer Complex**, constructed in 1993, is a 41-acre, 3.8 million dollar soccer facility that features **eight full-sized, state-of-the-art soccer fields**. Two of the eight fields are internationally sized, lighted and contain amended soils. The complex is fully equipped with concessions, media center, restroom facility and parking area. The National Sports Turf Managers Association recognized this outstanding facility as the **Soccer Fields of the Year** in the U.S. in 1995 and 2002. The Muscatine Soccer Complex plays host to events sponsored by national, state and local associations involving participants of all ages.



Figure 6: Muscatine Soccer Complex

The **Muscatine Civic Improvement Foundation privately funded and built the Muscatine Soccer Complex**. Upon its completion the foundation gifted the soccer complex to the City of Muscatine, which now operates and maintains the complex. A recent **offer by a community member to donate land adjoining the existing soccer complex** has presented the community with an opportunity to expand this highly valued community asset.



Figure 7: Muscatine Soccer Complex

The Muscatine Recreational Advisory Commission's Phase 3 Development Project Subcommittee has been established to assess the community's needs for an expansion of the Muscatine Soccer Complex. This diverse group of community members includes representation from the City of Muscatine, the Muscatine Recreational Advisory Commission, large business, small business, usage groups, property owners and the Citizen Recreation Commission Subgroup. It is early in the visioning and design process for this potential expansion of the complex. A consensus that there is a **need for more fields, parking and at least one synthetic turf field**, which will allow play for nine months of the year, has emerged. From this consensus a more detail design will emerge and options for funding this expansion explored.

This drive to expand the existing soccer complex has **inspired an even more ambitious vision by community members**. They see an opportunity to leverage the existing and potentially expanded soccer complex into an even more valuable community asset. The construction of a **100,000-square foot inflatable dome**, which will contain indoor fields, track and other associated amenities; and located adjacent to the Muscatine Soccer Complex, is being investigated. This effort, currently known as **The Muscatine Wellness Complex (Blue Pearl Project)** is separate from the effort to expand the existing soccer complex, but this vision may at some point intersect with that expansion project.



Figure 8: Muscatine Soccer Complex in Use

### ***Muscatine Wellness Complex (Blue Pearl Project)***

The Muscatine Wellness Complex (Blue Pearl Project) is a **recent vision by community members** who have been sharing this concept with various individuals and groups within the community. The Muscatine Wellness Complex aligns with the interests of persons who completed the National Citizens Survey and expressed an interest in and need for additional recreational facilities in the community. This vision was conceived by community members who see the **opportunity to build on what has already been accomplished at the Muscatine Soccer Complex**.

The Muscatine Wellness Complex would consist of a **large indoor facility located** close to the Muscatine Soccer Complex and Kent-Stein Park (a 66-acre facility located adjacent the Muscatine Soccer Complex; and contains nine lighted softball diamonds, eight lighted baseball diamonds, and nine lighted horseshoe courts).

The Muscatine Wellness Center is envisioned as a 100,000-square feet inflatable dome containing one large synthetic turf field. This large field would be painted with multiple lines so it could be used as a soccer field, football field, softball field, baseball field or rugby field. The soccer field could be split into three separate fields horizontally to hold practices. The main field will be equipped with bleachers, scoreboard and lighting. An indoor track would circle the field. Attached to the dome would be a building with locker rooms, a café, a meeting space and a front desk.

Muscatine's Wellness Complex could **host many different types of activities and events**. Some of the activities the domed facility would support are: athletic contests and tournaments, conventions, health fairs, walking and other events and activities. With its location adjacent to the Muscatine Soccer Complex and Kent-Stein Park, it would create an unique hub of athletic facilities that could host an almost limitless variety of events on a year-round basis. It would also provide Muscatine residents of all ages and abilities **a truly world class facility to pursue their recreational interests**.



Figure 9: An Existing Example of What the Muscatine Wellness Complex Would Resemble

## ***Trinity Muscatine Hospital Capital Improvement Campaign***

In 2012 one of the largest health care infrastructure improvement projects to ever occur in Muscatine will be launched. When completed, the Trinity Muscatine Hospital Capital Improvement project will ensure Muscatine residents will continue to have local access to high quality primary care medical services. Greater Muscatine is served by Trinity Muscatine, an 80-bed hospital, with a stated mission to “improve the health of the people and communities that we serve.”

The hospital was built in 1954 and has seen little remodeling or updating since that time. In 1979 the radiology and surgery departments were opened and there has been little or no changes since. The facility is old and well worn, but Trinity Muscatine has experienced large increases in the need for services over the past several years. Studies indicate that much larger demands for these services will occur as the Greater Muscatine population increases and grows older; and the impacts of the new Federal Health Care Law increase. The existing facility cannot continue to effectively meet these needs. If those medical service needs are not met, Muscatine residents will be forced to drive long distances to seek services from other providers. In times of accidents or an emergency, time in receiving medical help is critical in saving patient lives or responding to their pain and injuries.

In order to meet and accommodate the continued large demand for medical services in all departments, Trinity Muscatine is embarking on a capital campaign to fund a multi-million-dollar project that will include new construction and improvements to the treatment areas listed below. This work will ensure the future primary medical needs of Muscatine residents will be met locally for decades.

- Emergency Department
- Radiology Department
- Laboratory
- Surgery Department



Figure 10: Trinity Muscatine Hospital

**5. Describe your local communications outlets (newspaper, television, radio, web and other proven methods used by the community) and how you would partner with them to sustain the visibility of this initiative.**

**Greater Muscatine** has many local media outlets that will help us to help promote the visibility of the Blue Zones Project. Because good working relationships have already been established with these outlets, we will be able to easily secure ongoing support from them to sustain this visibility.

The **Muscatine Journal** is Muscatine's longstanding daily newspaper, published Monday through Saturday. The Muscatine Journal is owned by Lee Enterprises and printed in Davenport at the **Quad City Times** facilities. Articles appearing in the **Muscatine Journal** are often republished in the **Quad City Times**, allowing them to reach a wider audience. There is no Sunday edition of the **Muscatine Journal**, although most subscribers receive a copy of the **Quad City Times** instead.

There are also a variety of different communication outlets, which create opportunities to establish a greater visibility of the Blue Zones Project in Greater Muscatine. These opportunities include sponsored advertising, articles and editorials about Muscatine's effort to create a healthier community. The **Muscatine Journal** has already shown its support **by publishing multiple articles and editorials about the Blue Zones Project**, including interviews spotlighting citizens involved in the projects; and a Faces and Places section containing pictures of Blue Zones Project events.

Muscatine has **two local access cable television channels**. One is offered through Muscatine Community College, while the second is provided by our local cable provider, Muscatine Power and Water (MPW). MPW is municipal utility that is committed to supporting the Blue Zones Project. These local access channels are in addition to the network stations located in the Quad Cities and serve Greater Muscatine.

**PAGE 4A MUSCATINE JOURNAL SATURDAY, OCT. 22, 2011**

# OPINION Page

**FOR INFORMATION**  
Go to [www.bluezonesproject.com](http://www.bluezonesproject.com) and pledge your support.

**Journal Editorial**

It's not often that a community can come together to impact the health and well-being of every one of its citizens. But the people of Muscatine, along with every other city in Iowa, have the opportunity to be chosen as a Blue Zone. In 2004, Dan Buettner,

an internationally recognized researcher and explorer, teamed up with National Geographic to study communities worldwide. They found, according to bluezones.com, communities in which people live measurably better lives and reach age 100 at rates 10 times greater than they do in the United States. And the

researchers determined that these Blue Zone residents shared nine specific lifestyle characteristics.

State officials want to inoculate 10 cities in Iowa with these healthy characteristics. To do so, they have launched Iowa's Healthy State Initiative in collaboration with WellMark Blue Cross and Blue Shield and Healthways, a Franklin, Tenn.-based company that says it is dedicated to making the world a healthier place. The 10 cities chosen by

state officials will have to commit to adopting measures such as:

- Providing sidewalks and bike paths and encouraging their use.
- Offering workshops to help residents find a clear purpose for their lives.
- According to the research, people who have a clear purpose in life tend to live about seven years longer than those who don't.
- Providing residents with opportunities to make a difference by volunteering.

■ Promoting healthy eating and eating less by encouraging community members to garden and local restaurants to create healthier menus.

According to recent studies, for the first time in living history, the life expectancy of U.S. children is projected to drop. As a nation, we're getting fatter every year. Diabetes is on the rise.

Things are no better in Muscatine, where 66 percent of the population is overweight/obese and 16 percent of the county's children under age 2 are obese.

If Muscatine residents – all of us – band together and commit to making these healthy changes, we can be chosen as one of the 10 Blue Zone communities. That would give Muscatine leaders significant financial support from the state program to help us live longer, healthier lives.

That's a goal that we support. Everyone else should as well.

**OPINION PAGE GUIDELINES**

The **Muscatine Journal** welcomes your letters on public issues. Some guidelines:

- For verification purposes only, include a full name, address and phone number. Only your name and city of residence will be published. Letters that cannot be verified will not be published.
- Form letters will not be published.
- Letters on local subjects are preferred.
- Keep letters to about 250 words or fewer. Those significantly longer will be edited or considered for guest columns.
- When typing letters, please do not use all capital letters.
- The **Muscatine Journal** reserves the right to edit letters.
- Mail letters to: Letters to the Editor, Muscatine Journal 301 E. Third St., Muscatine, IA 52761; Fax to 563-262-8042; E-mail to [news@muscatainejournal.com](mailto:news@muscatainejournal.com)

Figure 11: An Editorial that Appeared in the Muscatine Journal

There are also two radio stations located in Muscatine: **KMCS-FM, 93.1 and KWPC-AM, 860**. In addition to running public service announcements, many local community leaders (mayor, school superintendent, Greater Muscatine Chamber of Commerce etc.) also have talk shows on the stations. We have been **invited to join them on their shows to talk about the Blue Zones Project** and how citizens can get involved. As the Blue Zones Project grows and new opportunities are added, we will always be welcomed back to these shows to give more information to the public.

In **addition to traditional media outlets**, Muscatine can take advantage of some unique advertising opportunities available in our community. The first is through our **community magazine, Muscatine Magazine**. This publication, which is beautiful in style and format, is a **quarterly publication** and includes a **community calendar** and **articles** of local interest. Not only are we be able to publish stories related to the Blue Zones Project, we can also publish any related upcoming events on the community calendar. This is a **free publication** that can currently be picked up at various locations around the community. There are also plans to start mailing a copy to every household in Muscatine starting in spring 2012. This means **every family** would have exposure to information about the Blue Zones Project in Muscatine.

Other publications through which we will promote the Blue Zones project include the Chamber of Commerce newsletter (hardcopy and online), Muscatine Community School District and its individual school building publications (10 buildings with over 5500 students) and communications sent out by partner agencies. Muscatine has a large faith-based population and distributing information through church bulletins has already proven to be successful.

Social media tools will be a major part of the effort to continually promote the Blue Zones Project. A **Facebook page** has been specifically set up for the Muscatine Blue Zones effort:

[www.facebook.com#!/pages/Muscatine-Make-It-A-Blue-Zone/](http://www.facebook.com#!/pages/Muscatine-Make-It-A-Blue-Zone/). Several local Facebook pages that already have a significant number of fans have also started to distribute Blue Zones information and offer a link to the Muscatine page. For example, Musser Public Library <http://www.facebook.com#!/musserlibrary> has close to 4,000 friends, nearly 14% of the population of Greater Muscatine, who have received and will continue to receive Blue Zones information through the library's page. We have also developed links on the City of Muscatine and Greater Muscatine Chamber of Commerce and Industry websites so community members visiting these pages can easily get to the Blue Zones website.

<http://www.muscatineiowa.gov/>  
<http://muscatine.com/>  
<http://www.facebook.com#!/GMCCI>

**ANNOUNCEMENTS**

Last week's offerings to the general fund were \$ 2934.00 and a donation of \$25.00 was given for the Debt Reduction Fund. The weekly amount needed for the general fund to meet budget is \$2,303.58.

**THRIVENT ELECTIONS**  
 Today is the last day to vote for the Muscatine Chapter of Thrivent! If you are a Thrivent member, please make sure you vote.

**HELP SUPPORT THE MUSCATINE FOOD PANTRY**  
 For the month of November, we will be focusing on collecting non-perishable food items that are suitable for Thanksgiving dinner. Also, the Muscatine Food Pantry has brought *A Chicken in Every Pot* back to our church. It is located on the back table and will be here until around Thanksgiving. The food pantry will use the money that is put in this "pot" for purchasing meat.

**CONGREGATIONAL BUDGET MEETING & POTLUCK**  
 The congregational budget meeting will be November 20<sup>th</sup> after worship with a potluck to follow. There will be no Sunday School, but a movie will be playing for the children to watch while the adults take part in the meeting. There are printed copies of the proposed budget on the back table.

**STEPPING OUT**  
 Stepping Out is today at Sneaky Pete's Bar & Grill in Le Claire. We will be meeting at the church at 4:15 to car pool and leaving at 4:30. If you are interested in going, there is a sign-up sheet on the back table. Please include your name and number of people in your party.

**CHURCH DIRECTORY**  
 We will be working on updating the church directory in the next few weeks. If there are changes or updated to addresses, phone numbers, e-mail addresses, etc. please let the church office know.

**MUSCATINE BLUE ZONES: PUBLIC FORUM**  
 A meeting is being held on Thursday, November 17th from 5:15 to 6:30 at the Muscatine Community School Board Office where a brief introduction to the Blue Zone Project will be made. After the introduction, public input will be needed in response to the 12 different health initiatives. More information is on the bulletin board in the narthex.

**THANK YOU! THANK YOU! THANK YOU!**  
 While we do not have the final numbers yet, thanks to everyone who had a hand in making the Harvest Festival a success!

Figure 12; Shepherd of the Cross Lutheran Church  
 November 13, 2011 Bulletin

**6. Understanding your community's vision is necessary to ensure alignment with the goals of the Blue Zones Project. Describe the vision for the community and your plan for achieving this vision.**

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**Greater Muscatine's Vision:** Muscatine will be a community that enables and encourages its residents to live long, healthy, happy and productive lives by providing the infrastructure, education, opportunities and activities necessary for people to live a healthy lifestyle.

Muscatine seeks to provide the **infrastructure necessary for its residents to engage in a healthy lifestyle**. This can be both publicly and/or privately funded with Muscatine having a variety of both. Examples of our infrastructure include: the trails system, soccer complex and the Trinity Muscatine hospital expansion. While Muscatine has a great trail system and recreational facilities already in place, our vision is to continue to build upon this base by providing even more healthy opportunities for our residents. On **Page 22** a map of a proposed comprehensive trail network offers a view of that vision. When completed, the network will significantly expand the current trail system and create a more walkable community. The soccer complex expansion project mentioned on **Pages 8 and 9** will be an expansion to the recreational complexes already established. This expansion will offer even more room for Muscatine residents to participate in healthy activities.

As a community, Muscatine realizes **education must be a vital component to any healthy living initiative**. Without education, residents will not understand the need to be a part of healthy activities or use the infrastructure provided to make their lives healthier. With our large employer base providing many Muscatine residents with health coverage, communication through corporate wellness can provide a valuable educational tool for the adults of our community. The Business Healthy Muscatine (a health and wellness initiative for Muscatine employers) is one example. Reaching out to students in the school district to provide them with the education about healthy living will establish healthy practices early in life. For example, as part of The Leader in Me (TLM) curriculum based on Stephen Covey's 7 Habits of Highly Effective People, elementary students within the Muscatine School District could practice healthier eating and exercise habits. These habits could begin by using the ending mind, synergizing and setting goals identified in the TLM curriculum to create new sustainable healthy behaviors (habits). Education surrounding specific initiatives such as dining out will provide residents with the tools necessary to make healthy food choices when dining out.

**Opportunities to be engaged in the community at large can improve the quality of life for residents.** There are many faith-based and civic organizations that help people create a sense of purpose for themselves through social relationships and community belonging. For example, Jesus Mission provides opportunities for the homeless and the near homeless in our community to eat meals together, while organizations like Moms of Preschoolers (MOPS) provide a place for young moms to socialize and encourage one another. Muscatine has a wide variety of these types of opportunities and encouraging our residents to be involved in social activities and groups will help them to lead happier lives. A key factor will be co-ordinating the plethora of opportunities and encouraging participation.

Muscatine seeks to be a community that offers **many different activities and events throughout the year to engage the community in healthy lifestyles**. These activities will make use of the opportunities and infrastructure we have in place. Through opportunities like organized sports leagues, 5K runs, biking and running clubs, health fairs and other healthy events, community residents will be able to engage in active lifestyles that enhance their health and wellbeing. Muscatine already offers many different activities and events for our residents; and it is our vision to be able to encourage increased participation so that every resident is involved in at least one healthy activity.

## 7. How will becoming a Blue Zones Community accelerate this vision?

For many years Muscatine residents have been fortunate to live in a **community where local business, civic and government organizations have supported the development of healthy initiatives** through upgraded infrastructure, increased opportunities and expanded activities. Many different interest groups and efforts throughout the community - from corporate wellness programs to biking clubs to Master Gardeners - **share a common goal of improving the quality of life for our residents**; and have worked to reach that goal through successful outcomes of their own individual objectives.

What has been lacking - and will be the first and most important benefit of being a Blue Zones Community - has been the **coordination and collaboration Muscatine organizations could now enjoy under this new umbrella**.

While many other communities will enjoy this same benefit by being selected as a Blue Zones Community, Muscatine will offer something different and unique. The community's history of previous health initiatives has established **Muscatine as a leader in the effort to improve the health of its residents**. This new catalyst will sustain the community's current interest in health initiatives and generate additional objectives that will accelerate its vision of residents living long, healthy, happy and productive lives.

A key way the community plans to use the Blue Zones Community umbrella to **support and coordinate local initiatives** will be through outreach programs. A knowledgeable and skilled steering committee is already in place, but outside experts in a variety of health-related fields would be welcomed to provide programming and other assistance. These experts could assist the Blue Zones Community staff to fully implement the existing and planned health initiatives needed to reach the community's vision. The community has already supported the work of health experts through the ongoing nearly 40-year-old Muscatine Heart Study.

Finally, **becoming a Blue Zones Community will help us to more effectively engage the Power Nine lessons into our community**. Using these lessons will not only guide our efforts to make Muscatine the healthiest community in Iowa, but it will also help us to identify gaps in our initiatives so that we can offer the most well rounded, healthy living initiatives possible to our residents.

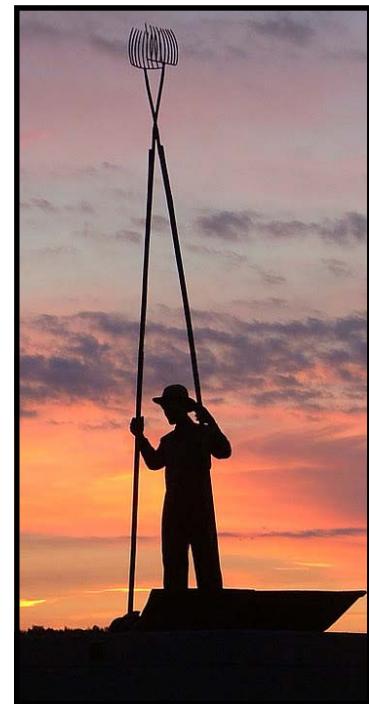


Figure 15: Tribute to Muscatine's pearl button manufacturing heritage, and visual focal point on the redeveloped waterfront

**8. Identify any recent or anticipated changes in policies to improve health (i.e. addition of bike lanes, changes in school menus, large employer wellness programs, etc.). If results or next steps are known, please identify.**

### City of Muscatine Capital Projects

The City of Muscatine's recent adoption of its 2010-12 goals and objectives (Question 4 of this application) and planned capital improvement projects have the potential to significantly improve local health and wellness.

Over the next two fiscal years the City of Muscatine will engage in two separate projects that will **rebuild two sections of major arterial streets**. With the aim of **making Muscatine a more walkable community**; and recognizing the critical importance of providing safe routes for students to walk to school, both projects include **design elements that will make Muscatine a more walkable/bikeable community**. Each project will make dramatic improvements that will provide Muscatine's youth with safe routes to walk or bike to school.



Figure 16: Pedestrian Traffic on Cedar Street Near the High School

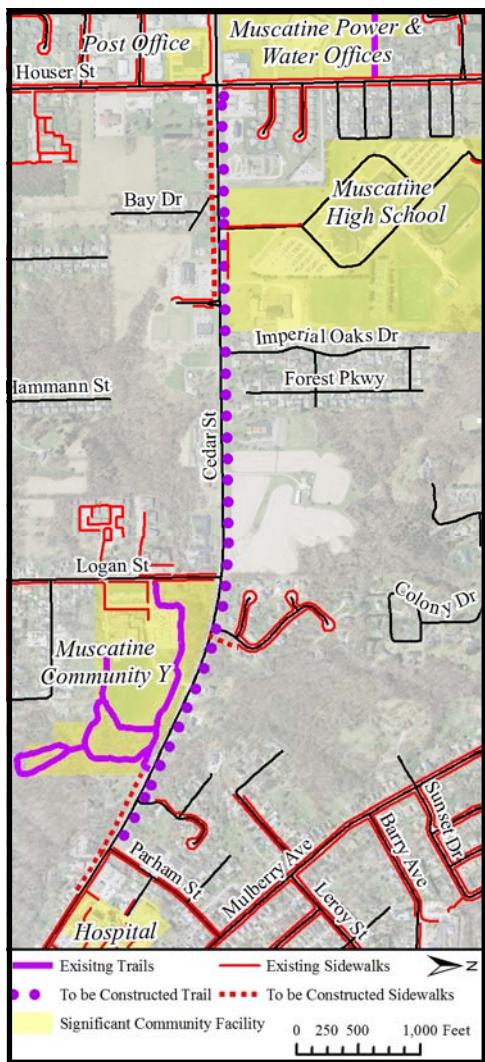


Figure 17: Cedar Street Project

More than a mile of Cedar Street will be completely reconstructed. This segment of Cedar Street is one of the busiest roadways in the Muscatine area. Important community assets located along this stretch of road include Muscatine High School, Sts. Mary & Mathias Catholic School, the Muscatine Community Y, Trinity Muscatine Hospital, the Post Office and a major employer are located at either end of the project. **There are currently no sidewalks on this section of Cedar Street**, which means there is **no safe route for students at Sts. Mary & Mathias Catholic School to walk to school**. For Muscatine High School students who live south of the school the **only safe route to walk would involve a significant detour of more than a mile**. While the Muscatine Community Y and Trinity Muscatine Hospital do have sidewalks, the lack of sidewalks along this segment of Cedar Street makes it impossible for a large number of Muscatine residents to safely access those walks without making a significant detour.

A major component of the Cedar Street reconstruction will be the **addition of a 10-feet-wide, multi-use path that will run along, but separated from the north side Cedar Street**. The addition of this trail will provide a **safe way for pedestrians and bike riders to access destinations along this stretch of Cedar Street**. The project will also bring Muscatine closer to having a comprehensive trail network. The trails currently located at the Muscatine Community Y will be connected into a larger network; and future projects will further link this new trail into the wider Muscatine trail network. Additional sidewalks will also be constructed to allow pedestrian access to this portion of Cedar Street.

Colorado Street, an increasingly busy arterial street, will also be completely rebuilt. Currently there are **no sidewalks along Colorado Street** and only a very narrow shoulder. Colorado School, an elementary school, is located along Colorado Street. Currently, **not a single student at Colorado School has a safe route** to walk from their home to school. Muscatine Community College and Weed Park, the oldest and largest park in Muscatine, have significant frontage along Colorado Street but do not have safe pedestrian access from Colorado Street. Numerous business and residential developments also front Colorado Street.

Providing the sidewalks necessary for safe pedestrian access to all properties along Colorado Street is incorporated into the design for a rebuilt street. Although this design has not yet been finalized, **all options will provide for safe pedestrian access** to all properties. A 1.2-mile Weed Park to Wildcat Den State Park extension was recently completed, which now provides a Colorado Street crossing for the Muscatine trail network. As part of that project, a traffic signal will be installed at this crossing. **This tie-in to the trail network** further increases walkability in the Colorado Street area. Upon completion of street reconstruction project, pedestrians will be able to safely walk along Colorado Street, connect with the trail and gain safe access to much of the rest of Muscatine.

The combination of projects will also mean many of the students **at Colorado School will now have a safe route to school**. This is a necessary first step in increasing the number of students walking to school. The City of Muscatine recently submitted an application for a Safe Route to School grant to help fund the enhanced pedestrian facilities planned along Colorado Street.

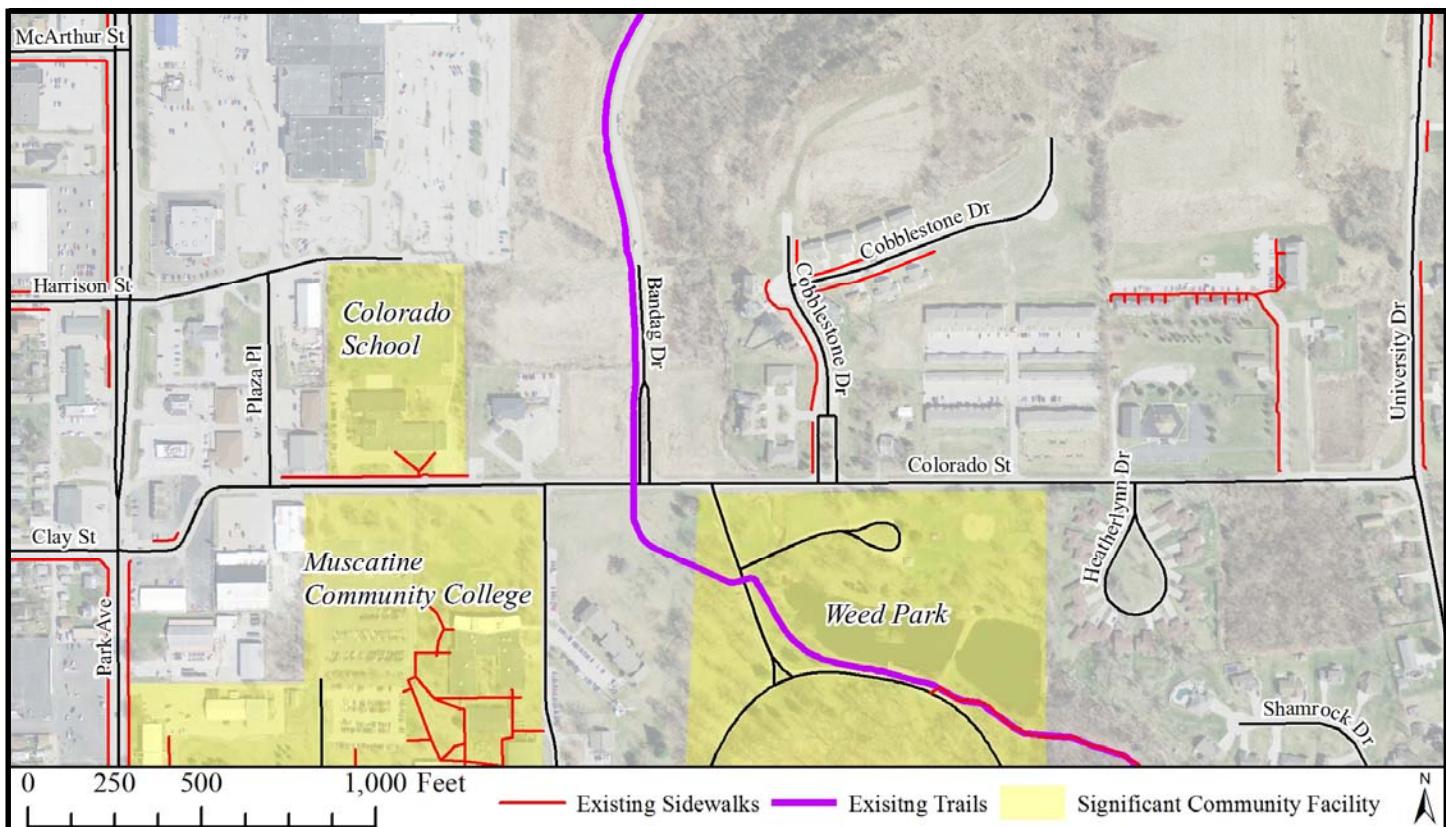


Figure 18: Existing Sidewalks and Trails along Colorado Street. The alignment of the new sidewalks is currently under design

## Muscatine Heart Study

The internationally-recognized **Muscatine Heart Study** was initiated by Dr. Ronald Lauer and his colleagues at The University of Iowa in November 1970. The first examinations were conducted in the elementary schools of Muscatine. **It is the longest running investigation of cardiovascular risk factors beginning in childhood in the world.** With funding from the National Institutes of Health, 11,377 students from Muscatine participated in one or more of the six biennial school survey examinations that were conducted between 1970 and 1981. **The success of this 40+ year collaboration among The University of Iowa, the Muscatine Community School District and the Muscatine community has been greatly facilitated by the enthusiasm and cooperation of the residents of Muscatine. More than 23,000 of them have participated in at least one Muscatine Heart Study examination (47,500+ total examinations).** Many of the residents were examined as children in the schools and have continued to participate as young adults and even into middle age. Others participated in one or more of several family studies of cardiovascular risk factors because they were parents/siblings/grandparents/aunts/uncles/cousins of children who participated in one of the school surveys. **Many of the earliest school survey participants, along with their children, are still involved with the Muscatine Heart Study.**

*Results from Muscatine Heart Study investigations were among the first to demonstrate that:*

- Levels of cholesterol, blood pressure and body mass index track throughout childhood
- Elevated childhood levels of cholesterol, blood pressure, and body mass index are predictive of elevated adult levels
- Children with high cholesterol levels have a significantly higher proportion of first- and second-degree relatives with a cardiovascular cause of death than children with normal cholesterol levels
- Obese children have higher blood pressure levels than lean children
- Obese hypertensive children have a significantly higher proportion of first- and second-degree relatives with a cardiovascular cause of death than obese children with normal blood pressure

During 2009-10, with funding from the Roy J. Carver Charitable Trust, the Muscatine Heart Study conducted the **Muscatine Adolescent Health Survey** of all consenting middle school students. This study compared levels of cardiovascular risk factors to levels

observed during earlier school survey examinations. The 812 students who participated (68.0% of 1,194 enrolled) represented the race/ethnicity of Muscatine middle school students (73.3% non-Hispanic White, 18.6% Hispanic, 2.7% Black, 3.6% Multi-racial, and 1.8% another race/ethnicity group). Based on growth charts for children/adolescents, **43.5% of the 420 participating middle school boys and 42.8% of the 392 participating middle school girls were at or above the 85<sup>th</sup> percentile for body mass index (BMI) – almost three times the 15% who ideally would be in that category.** The prevalence of BMI  $\geq 85^{\text{th}}$  percentile in a recent nationally-representative sample of adolescents was 31.9%.

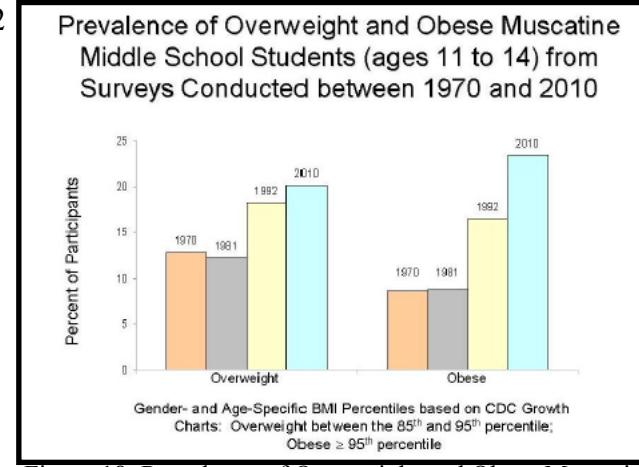


Figure 18: Prevalence of Overweight and Obese Muscatine Middle School Students

In the fall of 2011, again with support from the Roy J. Carver Charitable Trust, the Muscatine Heart Study initiated a three-year program to implement the Planet Health curriculum in Muscatine middle schools and to encourage and promote community support for healthier lifestyles. The “**Choosing Healthy Actions in Muscatine Public Schools (CHAMPS)**” Collaboration is multi-faceted and includes:

1. The collection of extensive information from consenting students about their health, physical activity patterns, dietary intake, sleep habits and the measurement of cardiovascular risk factors by Muscatine Heart Study staff;
2. The acquisition of health information about the students;
3. The implementation of the interdisciplinary Planet Health curriculum. This will be facilitated by University of Iowa College of Public Health Nutrition Center staff, with input from Central and West Middle Schools teachers, so the program meets their needs and is feasible in the environment at each middle school;
4. The identification of opportunities and programs that will encourage students to be more physically active. Identification factors will be based on conversations with individual students to ascertain their views about physical activity and body image; the experience of the VERB Summer Scorecard program, which was implemented in Muscatine County during the summer of 2011; and discussions with community groups such as Mobilizing Muscatine Excellence; and
5. Conversations with community leaders and physicians to elicit their suggestions and support.

The **CHAMPS Collaboration** is focused on promoting healthy choices by middle school students. However, within that setting, it also includes a scientifically sound research component that provides the opportunity to investigate associations between middle-school students' physical activity, food intake, cardiovascular risk factor measures, body size measures and early markers of atherosclerosis. To evaluate the effectiveness of the intervention, the Muscatine Heart Study staff conducted a baseline school survey of 6<sup>th</sup> and 7<sup>th</sup> grade students in the fall of 2011 to measure cardiovascular risk factor levels and assess physical activity levels. These students will be asked to participate in a follow-up survey in the fall of 2013 to assess intervention effects on their metabolic health and their level of physical activity. To assess the effects of the intervention on markers of early atherosclerosis, a subgroup of school survey participants will be identified and invited to consent to a more extensive clinic examination in the spring/summer of 2012. With follow-up in the spring/summer of 2014 to assess the progression of aortic intimal-medial thickness in students exposed to the intervention.

### ***School Policy Changes***

Within the **past five years** the Muscatine Community School District has complied with federal food guidelines by **removing pop from vending machines** and by **adding more healthy food options** within the school lunch program. Additionally, the **Muscatine High School Cafeteria was renovated** to provide a **more enticing food atmosphere** and a **broader selection** of healthful food choices based **on different line venues**.

Alisha Eggers, Muscatine Food Services Director, also engaged the services of **Dietician Cindy Rada** to write the weekly PreK-12 menus for the district's elementary, middle and high school students. The focus on that effort was to provide maximum nutrition while limiting calories and other unhealthy food options.

**9. Part of the Blue Zones Project approach is to leverage current or future community initiatives. Use the table below to describe up to four current or future initiatives designed to improve the health and happiness of your community impacting at least 3 percent of your population.**

Initiative Name	Objective	Key People Involved	Outcomes
Muscatine City and County Trails Program	<ul style="list-style-type: none"> <li>To create a <b>trail network</b> in Muscatine, which enhances residents' health and quality of life by linking destination points such as city, county and state parks with a multi-use trail.</li> <li>The trail network will also serve as the local segment of the two national trails - the <b>American Discovery Trail</b> and the <b>Mississippi River Trail</b> - which intersect in Muscatine.</li> </ul>	<ul style="list-style-type: none"> <li>Muscatine Trails Subcommittee of the Mayor's Community Improvement Action Team. Members: <ul style="list-style-type: none"> <li>Sarah Lande</li> <li>Curt Weiss</li> <li>Doug DeLille</li> <li>Dyann Roby</li> <li>John Sayles</li> <li>Joni Axel</li> <li>Larry Koehrsen</li> <li>Nancy Luikart</li> <li>Peg Heither</li> <li>Terry Curry</li> <li>Tom Basten</li> </ul> </li> <li>Local business and philanthropic community</li> <li>Private Citizens</li> <li>Muscatine City Staff</li> <li>Muscatine County</li> </ul>	<ul style="list-style-type: none"> <li><b>Figure 20 on Page 22</b> details the trail network that has been constructed. It also shows the vision of a completed trail network and gives details on specific projects to achieve this vision.</li> <li>Share the Road, 18.5 miles of roads marked as <b>biking routes</b>.</li> <li><b>Comprehensive county-wide trail/biking plan</b> has been adopted.</li> </ul>
University of Iowa Muscatine Heart Study/CHAMPS Program	<p>To study the health of Muscatine Middle School Students from 2009-2010 by the University of Iowa. This will be an addendum to the long term <b>Muscatine Heart Study</b> students and residents have participated in <b>since November of 1970</b>.</p>	<ul style="list-style-type: none"> <li>Muscatine Heart Study Participants include <b>23,000 residents</b>, who have taken more than 47,500 school survey and adult exams.</li> <li>7,500 relatives in more than 1,100 families of school children.</li> <li><b>CHAMPS Program</b> participants <ul style="list-style-type: none"> <li>420 Middle School Boys</li> <li>392 Middle School Girls</li> <li>73% White</li> <li>19% Hispanic</li> <li>4% Bi-racial</li> <li>2% Black</li> <li>2% Other</li> </ul> </li> <li>University of Iowa Research Group</li> </ul>	<ul style="list-style-type: none"> <li>Prevalence of Overweight and Obese Middle School Students (ages 11-14) from 1970-2010.</li> <li>Overweight: <ul style="list-style-type: none"> <li>1970 @12%</li> <li>2010 @ 22%</li> </ul> </li> <li>Obese: <ul style="list-style-type: none"> <li>1970 @ 8%</li> <li>2010 @ 23%</li> </ul> </li> </ul>

Initiative Name	Objective	Key People Involved	Outcomes
Muscatine Soccer Complex Expansion Projects	<ul style="list-style-type: none"> <li>Two separate projects using the leverage provided by the existing <b>Muscatine Soccer Complex</b> award winning 41-acre, 3.8 million dollar soccer to create an <b>unique hub of athletic facilities</b>. The complex could host an almost limitless variety of events on a year-round basis, by featuring eight full-sized, state-of-the-art soccer fields. These two separate but interrelated projects are detailed on <b>pages 8 through 9</b></li> <li>Expand the existing soccer complex by adding more fields and parking for events</li> <li>Construct on an adjoining location a 100,000 square feet inflatable dome containing one large synthetic turf field</li> </ul>	<ul style="list-style-type: none"> <li>Expansion of existing soccer complex- The Muscatine Recreational Advisory Commission's Phase 3 Development Project Subcommittee. Members include representation from: <ul style="list-style-type: none"> <li>City of Muscatine</li> <li>Large business</li> <li>Small business</li> <li>Usage groups,</li> <li>Property owners</li> <li>Citizen Recreation Commission Subgroup</li> </ul> </li> <li><b>Indoor Athletic Facility -Local business and civic leader</b> who see the opportunity for community enhancement the construction of a <b>100,000 square feet inflatable dome</b> containing one large synthetic turf field, would create.</li> </ul>	<ul style="list-style-type: none"> <li>Expansion of existing soccer complex</li> <li>Identification of a willing landowner to donate the land needed for an expansion of the soccer complex.</li> <li>Determination by the Muscatine Recreational Advisory Commission that an expansion of the soccer complex would be beneficial to the community.</li> <li>Determination of what types of amenities should be included in this expansion.</li> <li><b>Indoor Athletic Facility</b> <ul style="list-style-type: none"> <li>Opportunity and desire for such a facility identified</li> <li>Leadership from the local business community has step forward to begin to process of advancing this vision toward construction.</li> </ul> </li> </ul>
Annual United Way Day of Caring	To mobilize a <b>community of volunteers</b> to complete a variety of meaningful service projects for local nonprofit agencies and area residents on the same day.	<ul style="list-style-type: none"> <li>Sarah Ott, United Way Volunteer Engagement Manager</li> <li>Day of Caring Planning Committee (16 persons from a diverse cross section of the Greater Muscatine Community</li> <li><b>800 volunteers (2011)</b></li> </ul>	<ul style="list-style-type: none"> <li>Completed 73 community service projects on September 21, 2011</li> <li>Participation in the event has <b>grown from 200 to 800 corporate and community volunteers</b> over the past five years.</li> </ul>

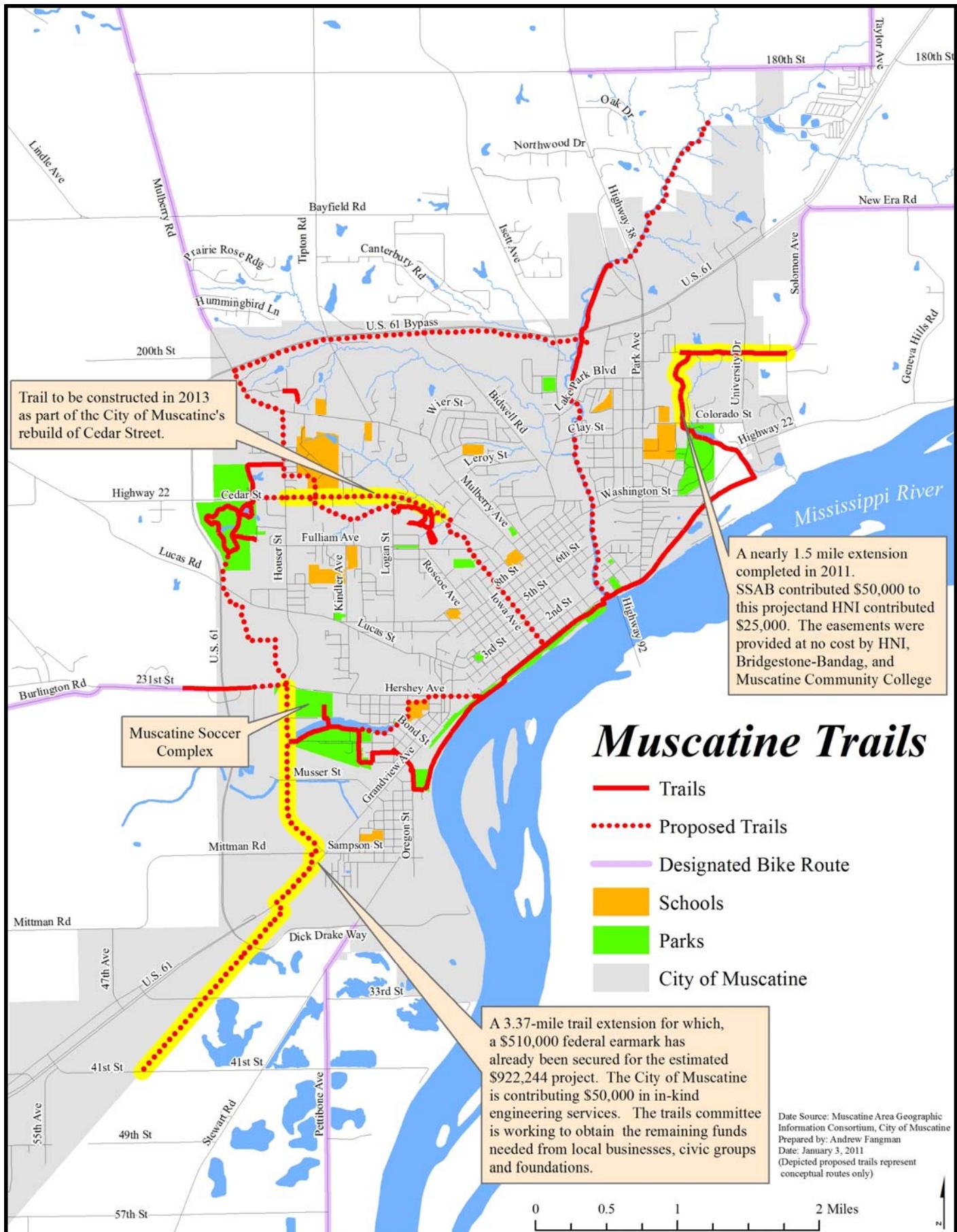


Figure 20: Muscatine Trail System (Existing and Envisioned)

## Muscatine Blue Zone Project Application

**10. This initiative requires the cooperation of local community leaders representing schools, employers, government, and community organizations. Describe 2-3 examples of how these groups have collaborated in the recent past to successfully advance community initiatives.**

### Riverfront Redevelopment

Muscatine has a rich history and numerous examples of schools, employers, government, and community organizations collaborating to successfully advance community initiatives. The most significant collaborative effort was the transformation of Muscatine's riverfront into the community's most treasured asset. Muscatine's amenity rich, publicly owned riverfront contains 29 acres stretching along 2 miles of the Mississippi River. It's renovation is the product of a more than 30-year continual collaborative effort by the community to envision what it wanted its riverfront. It was accomplished by a collaborative effort to achieve this community vision.



Figure 21: Muscatine Riverfront Prior to Revitalization



Figure 22: Muscatine Riverfront Prior to Revitalization

Figure 21 and 22, illustrates the state of the Muscatine riverfront prior to this collaborative effort. Not much had changed from when it was a busy working waterfront, dominated by things such as grain elevators, railroad switching yards, assort of older commercial structures and a private boat club. Beginning in the early 80's community leaders representing schools, employers, government, and community organizations began to work together to develop a vision; and then a plan of how the riverfront could be transformed from a relic of the past, which was detrimental to the quality of life in Muscatine into an asset that enhances the quality of life in Muscatine.

### Muscatine Blue Zone Project Application

**The Muscatine riverfront was transformed by 46 individual projects** into the community riverfront that was envisioned. The railroad switchyard, which had choked off access to the riverfront with 13 sets of tracks was relocated to a new location south of the City; old commercial structures such as grain elevators, a lumber yard, and other older commercial buildings were bought out and demolished. Amenities constructed to enhance public enjoyment of the riverfront include, but are not limited to:

- A **lighted multi-use path** running the length of the riverfront that continues beyond the riverfront.
- Pearl City Station, **an indoor public space**, located directly on the waterfront, seasonally available for meetings, reunions, wedding receptions, and other nonprofit events.
- Boat Ramps
- Boat Docks
- A Skate Park
- A Playground
- An Interactive Water Feature (splash pad)
- Millennium Plaza
- A Riverfront Promenade
- Riverview Center, an indoor public space, located directly on the waterfront and available for meetings, reunions, wedding receptions and other nonprofit events. The center includes a prep kitchen, and is heated/air conditioned for year-round use.
- Aesthetic Enhancements (bridge tribute and trail kiosk, Riverfront Clock, community art, etc.)
- Large Maintained Green Space
- Restrooms and Water Fountains

The total cost for the riverfront transformation are in excess of **\$18 million dollars**. Forty percent of this came from various federal, state and local government sources. **The community had to come up with the remaining 60%.** In 1996, residents of Muscatine voted to not allow gambling on the riverfront, so revenue from gaming operation, which many Iowa cities have used to fund riverfront renovation, was not available in Muscatine. However the community support for this collaborative vision of the riverfront was strong enough **that over \$10 million was given directly by the community, local businesses, foundations, civic groups and residents.** This support allowed this longstanding collaborative community vision to become reality.



Figure 23: The Riverfront Today



Figure 24: The Riverfront Today



Figure 25: The Riverfront Today

## Muscatine Charities Collaborative

In 1999, **eight local business owners** worked with **seven local charities** to consolidate their summer fundraising events into one larger but more economical event, with the promise of raising more funds for each of those seven local charities.

The cooperation and faith of those **seven charities to eliminate their events** in favor of **one large event** was **based on the fact that eight local business owners from very large to quite small came together** as volunteers and promised they would lead the effort for a successful outcome. The first event was a success for all seven charities.

The community took notice and more charities asked to be included. City and county officials encouraged the eight-person Board of Muscatine Charities Inc. ("MCI") to continue and expand its efforts.

The community liked the fact the organization was dedicated to using an **all volunteer effort** and to donating **100% of all gifts to local charities**. There is no paid staff and there has not been a problem in recruiting volunteers to make these efforts succeed.

Since that first year, **Muscatine Charities Inc.** has emerged as a unique non-profit, tax exempt organization that now supports thirty local charitable organizations and **has two (2) programs** that were directly initiated by **MCI**. In the first 13 years of **Muscatine Charities Inc.**, has raised and distributed **\$1,750,000**.

## Norbert F. Beckey Bridge Lighting

The initial installation of lighting and major rehabilitation in 2011 of **the decorative lighting of the Norbert F. Beckey Bridge** is a collective example of Muscatine residents and organizations joining together to accomplish a major objective.

The bridge was constructed over 40 years ago through the efforts of a citizen-driven collaboration that I included local, state and federal agencies, and individuals. Three years ago, volunteer community participants in Leadership Muscatine, a civic leadership training program developed jointly by the Greater Muscatine Chamber of Commerce and Industry and Muscatine Community College **selected lighting the bridge with light-emitting diode (LED) fixtures, with a capability of generating 16.7 million color combinations, as a community improvement project.**

The reason for selecting the bridge lighting was the **on-going community effort to redevelop and energize the city's riverfront** and to provide Muscatine with signature visual image. Working in conjunction with the Muscatine City Council; Iowa Department of Transportation; Muscatine businesses Stanley Consultants and Musco Lighting; and Muscatine Power and Water **the volunteers raised the necessary \$350,000**. The **engineering and design services were provide at no charge by Stanley Consultants and Musco Lighting**. In 2011 when a major overhaul of the bridge lights was necessary this same **group of businesses and the City of Muscatine came together to accomplish the work and raise funds needed to preserve this community asset**.



Figure 26: Norbert F. Beckey Bridge at Night

## Muscatine Blue Zone Project Application

**11. Provide a recommended list of proposed leadership for this initiative.****a. Power 9 Advisory Board members and their experience.****Bob Allbee: Muscatine Community College**

Bob Allbee has worked for Muscatine Community College for more than 30 years. He now serves as the interim MCC President; and is active in various volunteer leadership positions. Among these are board membership with the Greater Muscatine Chamber of Commerce and Industry, the Muscatine Agricultural Learning Center and the MCC Alumni Association.

**Cathi Bencken: Muscatine Ministerial Association**

Reverend Cathi Head Bencken has served as the Priest at Trinity Episcopal Church of Muscatine since 2008. In addition to her service as rector of the church, she currently serves on the Early Childhood Iowa Muscatine County board, Long Term Disaster Recovery committee and as president of the Muscatine Ministerial Association. She worked in Muscatine as a registered nurse for the Muscatine Migrant Committee in the early 70's before moving to Mexico City, Waterloo, Las Vegas and Niagara Falls. Her previous career included 28 years of nursing staff and management with children and infants in neonatal and pediatric oncology care.

**Rose Mary Boesen: United Way of Muscatine**

Rose Mary Boesen is the Chief Professional Officer for the United Way of Muscatine. She has been the executive of United Ways in Iowa and Wisconsin for 21 years and has been an active member of state organization committees. She has been a community volunteer leader for the Chamber of Commerce, the Chamber Ambassadors, Rotary, the co-chair of a Task-Force researching methodologies to prevent the danger of injuries resulting from binge drinking, Chair of the Family Policy Governing Board, a pilot of the La Crosse County Human Services in Wisconsin. She completed her master's degree in Servant Leadership from Viterbo University. She is presently a member of the Advisory Board of the United Ways of Iowa. She is presently a member of the Muscatine Rotary Club.

**Jeff Canfield: Hy-Vee**

Jeff Canfield is the Store Director of the Hy-Vee store in Muscatine. He has been employed with Hy-Vee for 31 years. Jeff has held the Store Director position for 16 years. He has lived in Muscatine for nine years. He has served as a volunteer board member for the United Way, Crossroads Inc., Greater Muscatine Chamber of Commerce and Industry and the Muscatine High School Booster Club. He has also served as a volunteer for the Salvation Army, Juvenile Diabetes Research Foundation, Special Olympics, Muscatine Baseball Academy and the Wesley United Methodist Church Endowment Committee. He is a member of the Muscatine Rotary Club.

**Gary Carlson: HNI Corporation**

Gary Carlson is Vice President of Member and Community Relations for HNI Corporation. HNI Corporation employs approximately 3,200 members in Muscatine. Gary has responsibility for human resources including health benefits. Gary serves on numerous nonprofit and community boards including the Greater Muscatine Chamber of Commerce and Industry, Muscatine Community College Foundation, Community Improvement Action Team, Trinity Hospital Foundation and the Muscatine Power and Water Board of Trustees.

**Bret Olson: Muscatine Community Y**

Bret Olson has been the Executive Director of The Muscatine Community Y for over 3 years. This YMCA has over 9,000 members. The Y has six areas including: Health Promotion Services, Aquatics, Character Development, Family Program Services, Big Brothers Big Sisters and Special Olympics. The Y has three areas of focus: Youth Development, Healthy Living and Social Responsibility.

**Bill Decker: Muscatine School District**

Superintendent of the Muscatine Community School District. Bill has been the Superintendent in Muscatine for the past three years. Previous to Muscatine he was the Superintendent in Harlan and Mount Ayr, Iowa. New initiatives that Bill has brought to Muscatine include the Leader in Me (Leadership and Character Development) and G2 which centers on Hands On Project Based Learning. Last Spring the Muscatine Community School District in collaboration with Muscatine Connected held a statewide conference in Muscatine to showcase the implementation of the G2 model for schools within the Midwest.

**Andrew Fangman: City Planner**

Andrew Fangman is the City Planner for the City of Muscatine. He has been tasked with preparing, with extensive community involvement and input a new comprehensive plan for the City of Muscatine, and upon adoption of the new comprehensive plan will begin the process of draft a revised and updated version of the City's zoning ordinance that is based on the goals and objectives that will be contained in the new comprehensive plan. Andrew is a relatively new resident to Muscatine, moving here in January of 2011. While in Arizona, he served as president of the Yuma Desert Runners Club.

**Jim Hayes: Trinity Muscatine**

Jim Hayes became President and CEO of Trinity Muscatine in June 2009. Jim is an experienced health-care chief executive officer with a record of improving service and fostering the growth of services, as well as facilitating financial improvement in rural hospitals. Hayes has more than 20 years in executive management positions and over 35 years in health care. His previous hospital, Greenville Regional Hospital, won the coveted Top 100 award twice. His strengths include a customer service orientation, success in physician recruitment and relationship development, solid team-building skills and a strong commitment to quality. Jim takes an active role in his community and currently serves on several nonprofit, community boards, including Family Resources, Inc., Greater Muscatine Chamber of Commerce and Industry, Muscatine Community Y and United Way of Muscatine, to name a few.

**Mary Odell: Trinity Muscatine Public Health**

Mary Odell is currently the Director of Public Health. A Muscatine resident for over 30 years, she is very active in her community. Her community involvement has included such activities as nine years on the Musser Public Library Board of Trustees, three years as President of the Muscatine League of Women Voters, Officer and Chair of the Muscatine County Extension Council and four years on the State of Iowa Empowerment Board. Mary is currently on the Muscatine Health Support Foundation Board, Muscatine County CARES Board and serves as Immediate Past President of the Muscatine Community Health Association.

**Bill Phelan: Chamber of Commerce**

Bill Phelan has been the President and CEO of the Greater Muscatine Chamber of Commerce and Industry for the past 4 years. Prior to his accepting the role of CEO, Bill worked for HNI Corporation for 36 years. Bill has and continues to serve on many boards such as the Eastern Iowa Community College District Board of Directors, the Muscatine Agriculture Learning Center Board of Directors, the Iowa Chamber Alliance Board of Directors and the Iowa Community College Trustees Board. Bill has been deeply involved in many other community organizations, such as Boy Scouts, Muscatine Center for Social Action, the Catholic Church Parish Councils and Long Range Planning Committees. The Muscatine Chamber of Commerce currently has over 380 business members with thousands of member employees and connections. GMCCI primarily works on Muscatine Economic Development, Community Develop and its Tourism and Hospitality efforts on a county, region and state-wide basis. Bill has lived in Muscatine since 1970 and has been married to his wife Sara for over 37 years. They have two adult children.

### **Dyann Roby: City Council**

Dyann Roby has worked for the Muscatine area for many years, both as Postmaster for the United States Postal Service and as 5th Ward Councilmember for the City of Muscatine. She is an experienced leader in many city council committees, for example the Iowa League of Cities Executive Board and the Community Improvement Action Team. Dyann has been a leader for many community programs as well, such as the Muscatine Community College Alumni Association and the Muscatine Center for Social Action. She is currently on the Lutheran Homes Board of Directors.

### **Gary Wieskamp: Community Improvement Action Team**

Gary Wieskamp is retired after 37 years with Muscatine Power and Water. Last position held with the Utility was the Director, Utility Relations. Gary has served on numerous non-profit and community boards. He is a Past President of the Muscatine Chamber of Commerce and a Past President of the Muscatine Rotary Club. He is the co-developer of Muscatine Beyond 2000, a non-profit organization founded to assist in community building infrastructure improvements.



Figure 27: Weed Park Zoo Garden. A three-acre flower, art, pathway and kiosk project at the site of the old Muscatine Zoo, which was closed in 1980. This project of the six-member Zoo Garden Committee part of the Muscatine Master Gardeners began in 2008. Volunteers helped city staff apply for a Resource Enhancement and Protection grant from the state. In addition to this grant, local business and industry and many private donors provided the balance of the more than \$100,000 needed. A fund has been established at the Community Foundation of Greater Muscatine to provide part-time care for the gardens. However, most of the work in planting and caring for the garden is done by volunteers, many of whom are Master Gardeners.

Photo Credit: Dan Beenan

### ***Muscatine Blue Zone Project Application***

**b. Co-chairs of approximately 14 well-being improvement initiatives (28 people total) and their experience.**

Initiative Committees	Purpose	Chair and or Co Chair
Business Healthy Muscatine	Share and implement Best Practices within the Business Community	Gary Carlson Greg Jenkins
Faith Initiatives Sense of Purpose	Work with different faith groups Connect people in the community	Ann Meeker Steve Ott
Gardening and Community Gardens	Growing seasonal foods Opportunities to get fresh food at home	Molly Cantrell-Kraig Todd Poci Kelly Mayo
Grocery Store and Cooking Classes	Highlight healthy foods in stores and cooking demonstrations	Katie Ruffner Ramona Sywassink
Moai Teams	Walking teams building social connections	Bob Albee Amy Hessel
Neighborhood Gatherings	Organizing neighborhoods Socializing within them	Kas Kelly Michelle Heller
Restaurant Initiatives	Highlighting healthy choices or dishes for customers	Ilsa La Paz Kim Beckman
School Policy	Implementing and enforcing policies that promote healthy behaviors among school children	John Each Greg Jenkins
Walkability, Bikeability and Trails	Creating a community that is easily walkable and bikeable	Sarah Lande Megan Sweere
Walking School Bus	Organizing school children in neighborhoods to walk to school.	Diana Broderson Shane Williams
Volunteering and Sense of Purpose	Creating Social Connections and helping people optimize their skills	Sarah Ott
Arts and Humanities Social Connections	Creating social opportunities to gather around the arts and humanities	Barbara Christensen Mary Wildermuth

**Kim Beckman—Restaurant Initiatives**

Kitchen Manager at the Hy-Vee store in Muscatine Iowa. Kim has been with Hy-Vee for 22 years. She has been the food service business for all 22 years. Kim has been the Kitchen Manager for the past 8 years. She is responsible for the Kitchen operation at the Muscatine store. Kim has lived in the Muscatine area her entire life. Kim has served as a volunteer for the Girls Scouts, FFA and 4-H.

**Diana Broderson—Walking School Bus**

Director of Family Programs at the Muscatine Community Y since 1998. Past employment: Case Manager at MCSA Homeless Shelter, Counselor at CROSSROADS, Inc., Prevention Specialist at New Horizons, Counselor at Family Resources, Inc./Domestic Violence Sexual Assault Program, Supervised Visit provider for Alternative Services, Inc., and independent supervised visit provider, Adjunct Instructor for Eastern Iowa Community College and Iowa Wesleyan College. In addition to a Bachelor of Arts Degree, currently certified in the following: "Active Parenting Today" "Healthy Families America" "Family Talk" "Working with Families".

**Molly Cantrell-Kraig—Gardening and Community Gardens**

Within Muscatine, Cantrell-Kraig has been involved with the MAPs Committee, Historic Preservation and various initiatives that involve the IDED. A Sustaining member of Green America, Cantrell-Kraig has also been involved as a media liaison for the Chicago Green Festival since 2005. A former panelist for the Cedar Rapids Sustainable Ecological Economic Development (S.E.E.D) Conference (<http://ow.ly/84hpe>), Cantrell-Kraig is familiar with implementation of green and ecological solutions that drive economic health without compromising the physical health and well-being of a community. Her expertise includes Community Supported Agriculture, Triple Bottom Line economic models, renewable and cleantech energies and urban gardening. For a full biography and her professional associations, please visit her LinkedIn profile: <http://www.linkedin.com/pub/molly-cantrell-kraig/9/51b/613>.

**Barbara Christensen—Arts and Humanities Social Connections**

Director of the Muscatine Art Center, a position she has held since 1989. A leader in the arts community locally and regionally, she has served as Secretary and President of the Iowa Museum Association, as board member and President of the Muscatine County Arts Council, co-founder of the Muscatine Cultural Alliance, executive board member of the Greater Muscatine Chamber of Commerce and Industry and member of the Leadership Muscatine steering committee, member of the Mayor's Community Improvement Action Team - Public Art Committee, and board member and President of the Rotary Club of Muscatine. In 2008 Christensen was recognized by the Rotary Club of Muscatine with their "Outstanding Vocational Achievement" award. The Muscatine Art Center became accredited by the American Association of Museums and named a Cultural Leadership Partner with the Iowa Arts Council/ Department of Cultural Affairs during her tenure as Director.

**John Each—School Policy**

Physical Education Teacher at Muscatine High School for the past 25 years. John is the current Department Chair and was the lead Muscatine High School Football Coach for many years. John has been very active in the Muscatine Community leading many athletic endeavors and worked with the Fellowship of Christian Athletes for many years. He is married to Becky Each and they have two grown sons one living in Davenport and the other in Arizona.

**Ann Meeker—Faith Initiatives and Sense of Purpose**

Muscatine Community Development Enthusiast. Ann and her husband Tom are responsible for creating a vision of downtown Muscatine as the place one wants to be. Aside from her interest in Muscatine, Ann is interested in living healthy as a part of one's Spiritual Life. Ann was raised in Decatur, Illinois and graduated from the University of Illinois. Music has been a significant factor in Ann's life

**Michelle Heller—Neighborhood Gatherings**

Michelle H. Heller has been actively involved in the Muscatine Safe Streets Initiative since 2003, attending Neighborhood meetings, assisting with fund raising and donations.

**Amy Hessel—Moai Teams**

Character Development Director at the Muscatine Community Y for past 12 years. As Character Development Director she works with youth 18 months to young adults, in Youth Sports, Skill Building, Child Care and Middle/High School youth development activities. Amy has a BA from Loras College. She was a competitive athlete in high school and college. As parent, she is a volunteer coach and active member of PTA and Dad's Club Sports program. She enjoys bike riding with her family, fitness classes, disc golf and many other recreational activities.

**Greg Jenkins—School Policy and Business Healthy Muscatine**

Vice-President of Economic Development for the Greater Muscatine Chamber of Commerce and Industry. Greg is challenged with leading GMCCI's efforts to provide support to existing industry and to attract new businesses to Muscatine. These efforts require collaboration across the spectrum of the community. It is vital that GMCCI maintains and fosters the relationship between business and government agencies to insure the continued retention and growth of our community. Likewise relationships outside of our community are fostered to insure Muscatine is "in the game" when opportunities present themselves. These efforts require time, energy and the ability to convey the message of the communities assets consistently and succinctly.

**Kas Kelly—Neighborhood Gatherings**

Executive Director of Muscatine Safe Streets since 1998. This initiative is responsible for neighborhood organizing, networking and outreach. Kas also serves as a member of the Muscatine County Board of Supervisors.

**Sarah Lande—Walkability, Bikeability and Trails**

Chair of the Muscatine Trails Committee; Iowa Mississippi River Trail Executive Committee Member and a Director of the National Mississippi River Trail, Inc. Board. Sarah is tireless in championing and advocating for recreational trails within the state of Iowa and along the Mississippi River. Sarah is also the board liaison with the Iowa Natural Heritage Foundation from the Mississippi River Trail Committee.



Figure 28: Community Members at the Ribbon Cutting Ceremony for a new Segment of Trail in October of 2011

**Sarah Ott—Volunteering and Sense of Purpose**

Volunteer Engagement Manager at United Way Sarah works with local volunteer coordinators to help them recruit and retain volunteers for their agencies and programs. Previous to her work at United Way, she worked as the Community Resource Supervisor of the Refugee Program at Lutheran Services in Iowa where she recruited and supervised mentors that were matched local refugees. She has a BA in Geography and Economics and an MA in Community and Economic Development.

**Steve Ott—Faith Initiatives and Sense of Purpose**

Past Student Ministries Pastor of Calvary Church. Steve has over 7 years of experience working with students in faith-based ministries. Most recently overseeing both middle school and high school programming at Calvary. He is actively involved in the school district as a coach in both the high school and middle school. He has a BA in Sociology from Carthage College in Kenosha, WI.”

**Todd Poci—Gardening and Community Gardens**

Executive Director of Senior Resources Inc., a 501(c)3 company that provides services and referrals for senior citizens in Muscatine County, Iowa. Todd has a B.S. from Southern Illinois University at Carbondale in Speech Communication. Todd has over 10 years’ experience in management and leadership. Todd is fond of gardening, and grew up on a farm. Todd has a lifetimes worth of experience managing people, plants, and projects.

**Katie Ruffner—Grocery Store and Cooking Classes**

Katie Ruffner is an Operational Sales Process Administrator with Musco Sports Lighting in Muscatine. Katie has lived in Muscatine for 8 years and has been with Musco for 5 years. More importantly Katie is the mother of two girls. Katie has volunteered with United Way, Big Brothers and Sisters, is currently a part of Leadership Muscatine, and regularly volunteers at her daughters school.

**Megan Sweere—Walkability, Bikeability and Trails**

Senior at Muscatine High School. Throughout high school Megan has been involved in pom pon, cross country, musicals, show choir, mock trial, National Honor Society, and A Capella choir. Next year she plans on attending a four year university and majoring in Business Marketing. She is also interested in law and hope to potentially minor in dance. She enjoys running cross country and believes that having easily accessible and well maintained trails in Muscatine is beneficial to the whole community. This love for running inspired her, along with three other classmates, Sarah Turner, Tony Vo, and Kyle Juszczyk, to put on a festive Ugly Sweater 5k run/walk to promote The Blue Zone Project and healthy living in Muscatine. The race occurred at the Muscatine River Front trail on Saturday December 17<sup>th</sup>.

**Kelly Mayo—Gardening and Community Gardens**

Kelly Mayo is a landscape garden designer, horticulturist, and florist who has spent 25 plus years designing garden spaces for public gardens, state parks, historical societies, as well as corporations and private parties. She has continuously owned businesses related to organic horticulture and landscaping, and floriculture since 1989. In the past several years, she has turned her interests in agribusiness into and exploration of how best to rethink modern agriculture to serve the needs of the local populations while empowering the cooperation of farmers and invigorating the local economy. She is in the process of designing an ambitious, large scale community garden initiative for Muscatine which will include school gardens, CSA's, and a cooperative farmer's market. Eventually, this initiative will seek to establish a large organic heirloom seed bank for Muscatine.

**Ramona Sywassink—Grocery Store and Cooking Classes**

Ramona Sywassink has been employed in retail and working with the public throughout her career. A majority of her experience has been in various management positions, as well as a human resources coordinator and an accounting coordinator. Ramona currently serves at Hy-Vee as General Merchandise Manager, as well as the Special Events Coordinator. She served on the Muscatine Youth Baseball Board for eight years. She also held a position on the United Way Allocation Committee for two years as well as serving on the Juvenile Diabetes Research Foundation Walk to Cure Board for the past six years. Ramona is a lifelong resident of Muscatine.

**Mary Wildermuth—Arts and Humanities Social Connections**

Executive Director of the Muscatine History and Industry Center. Mary is retired from the Muscatine Community School District by whom she was employed for over 30 years. She was a teacher librarian, high school and central office administrator and grant writer. She is the past President of the Muscatine Rotary Club and remains active as the Chair of the Muscatine County Extension Council, Member of the Muscatine Community School District Board of Education and Membership Chair for the Rotary Club of Muscatine.

**Shane Williams—Walking School Bus**

I am a lifelong resident of Muscatine, am married, and have three children. I have worked for the Muscatine Community School District for fifteen years, serving as a fifth grade classroom teacher, principal, and central office administrator. Currently I serve as the Elementary Director of Innovation and Instruction. At the present time I serve on the Muscatine Community Y Board and the Muscatine Boxing Club Board. I enjoy spending time with my family on walks at Wild Cat Den, playing football and baseball, riding bikes, and playing in the snow. I also enjoy exercising at the Y and when I have free time read as much as I can.

**Gary Carlson—Business Healthy Muscatine**

Power 9 Member, see biography in Section A of Question 11

**Bob Allbee—Moai Teams**

Power 9 Member, see biography in Section A of Question 11



Figure 29: Zion Lutheran Church 13<sup>th</sup> Annual Block Party. An annual event held to foster greater neighborhood social connections, the, attracted hundreds of visitors from the neighborhood as well as about 70 church members. This free event offered pony rides, free food, a few clowns, snakes and bearded dragons for people to pet, face painting for kids, and a block-long garage sale for which the proceeds were donated to the Muscatine Center for Social Action.

**12. Provide a recommended list of potential staff for this initiative and include in your submission the resumes for potential staff members. Some positions are hired by Healthways and others are in-kind as explained in the Appendix.**

- a. Local Program Manager (Funded through the Blue Zones Project)**
- b. Local Initiative Organizer (Provided by the community)**
- c. Local Volunteer Coordinator (Provided by the community)**
- d. Local Administrative Assistant (Provided by the community)**

Because of the collaborative relationships in Muscatine, the positions of Local Initiative Organizer, Local Volunteer Coordinator, and Local Administrative Assistant will all be lent staff for the duration of this project.

Recognizing the importance of becoming a Blue Zone Community, the Chamber of Commerce has agreed to lend the position of Local Initiative Organizer. (See Appendix E for the resume of **Jane Daufeldt**). Jane is a well-organized community leader.

United Way of Muscatine also recognizes the importance of the project and has agreed to lend the position of Local Volunteer Coordinator. (See Appendix F for the resume of **Sarah Ott**).

Trinity Muscatine also recognizes the importance of the project and has agreed to lend the position of Local Administrative Assistant. (See Appendix G for the resume of **Elspeth McMullan**).

The application also includes two outstanding resumes of individuals who have strong connections and passion for the project and our community. (See Appendix H for the resume of **Joan Axel** and See Appendix I for the resume of **Dyann Roby**). They are civic leaders who get things done. Both would like to be considered for the position of local program manager.

Together this group makes a passionate team to move forward to work toward making Greater Muscatine a Blue Zone Community!



Figure 30: Item From the December 28<sup>th</sup> Edition of *Muscatine Journal* Regarding the Blue Zone Project

**13. List any local health leaders interested in advising the Blue Zones Community team on health and well-being issues. These health leaders may include individuals leading worksite wellness programs in worksites, leaders in school health, or community education personnel with an interest in health.**

Every **five** years **Trinity Muscatine Public Health** conducts a community health needs assessment and uses the results to develop a health improvement plan (CHNA/HIP).

Following the latest health improvement plan (CHNA/HIP), the Muscatine County Living Healthy Coalition was created.

Community members from public health, school systems, healthcare providers and business organizations in Muscatine County serve on the coalition. Its primary objective is to engage the local community into living a healthy lifestyle.

The **Living Healthy Coalition** is charged with assisting in planning and promoting healthy lifestyle related activities within the community. Its mission is to raise awareness and actively promote opportunities for healthy lifestyle choices.

Many members have been with the Muscatine County Living Healthy Coalition since it began in spring 2010. The members are listed below:

- Gary Carlson: HNI/Business
- Paul Carroll: Muscatine Center for Nonprofits
- Daleta Christensen: Iowa State University Extension
- Nancy Dew: Hy-Vee Dietician
- Becky Each: Iowa State University Extension
- Alicia Eggers: Muscatine School Dietician
- DeAnn Frazee: Public Health Nurse/Living Healthy Coordinator
- Dr. Tess Galoso: Pediatrician
- Becky Johnson: WIC
- Frank Kelly: Business
- Rachael Martin: Physical Therapy/Business
- Mary Odell: Public Health Director
- Dawn Pence: Physical Therapy/Business
- Cindy Rada: Retired Trinity Muscatine Dietician
- Wendy Sargent: Muscatine School District Nurse
- Mel Steckel: Muscatine Community Y
- Vera Stokes: Iowa State University Extension
- Regina Struss: Trinity Muscatine Dietician
- Deb Wainscott: WIC

This group first looked at the Blue Zones Community Project and worked to establish the Power 9 Steering Group. The Living Healthy coalition will continue to advise the blue zones community team on health and well-being issues.



Figure 31: Seat Belt Convincer at the Muscatine Y's Community Block Party in June of 2011.

**14. How will your team reach out and engage 25 percent or more of the community's population to participate in the individual-level programs and opportunities?**

There are three major avenues for which to reach out and engage at least 25% of the community. The **first** is through **corporate wellness programs**. The largest employers in Muscatine cumulatively employ **8,600 residents roughly 29%** of the population, and because of insured dependents the percentage of residents getting health insurance though the areas largest employers is even larger. The Blue Zones Project will **work with these wellness programs** to incorporate facets of our program into their already established programs. Competitions between the business communities, such as corporate challenges, will provide fun incentives to spur each other on to more healthy living, the Muscatine Community Y is already coordinating such events.

**The Blue Zones by Dan Buettner** has been selected by the Musser public Library as the March and April, 2012 **Community Reads program book**. The library will coordinate with book group kits including discussion topics on this book. The library will have multiple copies of the book available and will promote the book.

Another for engaging community members is to work with the Muscatine Community School District to create programs that are tailored specifically for students. There **are 5,519 students** that are currently enrolled in the Muscatine Community School District. This represents **24% of the total population**. By creating opportunities to **reach out to these students**, we will be instilling healthy habits at a young age. The students at Muscatine High School have already been engaged to think creatively about how they can become involved in the Blue Zones Project. Students took the initiative on their own to put together an Ugly Christmas Sweater 5K Run/Walk on December 17. They are finding unique ways to engage their classmates and the community at large. **Student led campaigns** in the schools are typically more successful than if they are adult run, and the 5K run is an example of this.



Figure 32: 2011 Muscatine Turkey Trot: A 5K run/walk and kids runs jointly put on by the Muscatine Running Club and the City of Muscatine Parks and Recreation Department. City of Muscatine employees were offered free entry through the City of Muscatine Employee Wellness Program

The Ugly Sweater Run is good example of the potential of engaging the community's population using Muscatine's extensive park system and trail network as **55% of Greater Muscatine Residents live within in ¼ of a park or trail**. The Walkability, Bikeability and Trails Initiative Committee has taken the concept and run with it, coming with many ideas on how **to use Muscatine's trails and parks to get more of the population engaged in the Blue Zone Project**. Some of their early concepts include:

- The Muscatine Art Center is proposing to collaborate with Trinity Muscatine Hospital and other area partners to build a walking trail between the grounds of the Art Center and the Hospital. Numerous studies have linked wellness to the enjoyment of the arts and the trail, which would be approximately 315 feet long, would allow hospital visitors, staff and ambulatory patients a short walk and the opportunity to stroll the Art Center's grounds which include a historic Japanese Garden, a sculpture court and outdoor seating, or, visit the changing exhibitions and permanent collections on view.
- The Musser Public Library has agreed to hold three or four family of its story times next summer at locations along Muscatine's trail in order to encourage children and their family's to bike or walk to event and thus exposing them to the trail network
- Circuit training on the trail. Exercise ideas posted at sites where there are pre-existing benches.
- Clearing of the trails after snowfall to increase use during winter months.
- Engage those in our community in the pursuit of increasing physical activity by recruiting mentors.
- Work with area employers to encourage and enhance walking and biking to the job.
- Continue to hold a bike safety class and locate class Riverfront where kids can ride
- Community nature walks Discovery Park, the Mississippi River Trail, Weed Park, Greenwood Cemetery.
- Blue Fitness Group, meet at set time in the morning at the Community for a stretch, walk, and then coffee.
- Create a Blue Zone Walking Group that would meet at the Riverfront at set time. The walk followed by social time and refreshments.
- Bike and running club activities could be branded as Blue Zone Project Events.
- Identify and mark community walking and bicycling routes to encourage the safest routes to schools, parks, riverfront, and other community amenities
- Bike the parks event for families – annually- have families ride bike to each park in the community an activity at each park plus a stamp. When get back to start with all parks stamped prize waiting for you. An item expressing you are a BlueZone Kid (maybe a wristband Muscatine Blue Zone Cool)
- Add more benches on new Weed Park to Wildcat Den Trail.
- Create a Volkswalking Group in Muscatine.
- Recess day at work: allow people an extra ½ hour or allow them to make up time, but go for a walk/jog in the parks or along the river.

**15. Provide a list of civic and social organizations in the community that have interest in their members participating.**

Muscatine is a community of **many social /service organizations** that take their commitment to their community seriously. From the Rotary's efforts to support education to the Muskie Boosters' efforts to support organizations throughout the school system these organizations help make Muscatine a great place to live, work and play.

From the Young Professional Network's annual coat drive to the Women's Connections efforts to enable women in the workforce by being role models to their peers there is an organization that fits the interests of anyone who seek to provide a helping hand to sustain the community or to meet a need of its citizens.

From the Jaycees efforts to provide for an outstanding 4th of July parade to the Leadership Class for any given year's efforts to give back to Muscatine through a community oriented project these organizations show pride in what they do and take pride in their community.

These organizations have demonstrated **the willingness and ability to be able to respond to the needs of the community** and to support initiatives that provide for the betterment of all. There is little doubt these organizations will respond to the Blue Zone initiative both positively and proactively. It should also be noted that these organizations maintain a solid relationship with our local press and will be able to draw on that relationship to support the Blue Zone Project.

<b>Community Organizations</b>	<b>Interest and Activities</b>
Rotary Club of Muscatine	Bike Racks and Trails
Muskie Boosters	Support Student Athletes and School Activities
YPN Young Professionals Network	Halloween Hike
Jaycee's	Support Youth
Ministerial Association	Welfare of the community
Lion's	Activities to support youth
Kiwanis	Activities to support youth
Center for Nonprofits	Catalyst for Community Improvement
MOPS Support Group	Social and support network for mothers of young children
Muscatine Branching Out	Community Environment Support
CIAT Community Attraction Team	Riverfront, Trails, Swim Center
MHS Student Council	Ugly Sweater Run
Walking Club	Walkers
Running Club	Runners
Newcomer's Club	Welcoming those new to Muscatine
League of Women Voters	Election Support
Parent Teacher Organizations	Homecoming Parade walk in

Table 4: Community Organization that have Expressed an Interest in Supporting the Blue Zone Project

**16. What organizations regularly recruit and manage volunteers in the community? Note if they have a dedicated volunteer coordinator and whether that resource is full-or part-time**

There are many organizations throughout the Muscatine community that regularly use volunteers to fulfill their mission. In addition to schools and churches, many nonprofits rely heavily on volunteers:

<i>Organization</i>	<i>Purpose</i>
Special Olympics	Support Special Need Athletes
MCSA	Homeless Shelter
Rebuilding Together	Rebuild houses and do repairs
Muscatine County Extension –Iowa State University	Project and program support
Girl Scouts	Activities for youth
American Red Cross	Disaster support
Senior Resources	Programming for Senior Adults
Flickinger Center	Homework Support
Muscatine Legal Services	Legal Consultation
Muscatine Center for Nonprofits	Nonprofit Support
Lutheran Services in Iowa	Youth and Family Support
Muscatine History and Industry Center	Program Support
Pine Creek Grist Mill	Program Support
Big Brothers and Big Sisters	Mentoring
Boy Scouts	Activities for youth
Muscatine Art Center	Program Support
Musser Public Library	Program Support

Table 5: Organizations Regularly Recruit and Manage Volunteers

While volunteers are essential for the success of these programs, none of them have dedicated volunteer coordinators. Instead, the job of volunteer coordinator is often tied into another full-time position, such as program director, etc.

To better support these organizations and help them with the recruitment, training, and retention of their volunteers, the United Way of Muscatine has a **Volunteer Solutions Center**. **Sarah Ott is the Volunteer Engagement Manager** of this program. The **Volunteer Solutions Center** has launched a new website this fall, [www.volunteermuscatine.org](http://www.volunteermuscatine.org), to help community members easily find volunteer opportunities available to them. The VSC also provides trainings throughout the year for the agencies that use volunteers so they are fully equipped to manage their volunteers.



Figure 33: Muscatine High Students Volunteers Cleaning up the Riverfront

**17. Participation from citizens will be necessary in this initiative. Provide 2-3 examples of how you recruit volunteers and mobilize individuals to engage in your community initiatives.**

Muscatine has a strong history of volunteerism. There are many different ways that volunteers are recruited throughout the community. The first is through **the Volunteer Solutions Center at United Way**. The VSC serves as **the hub of volunteer activity** in Muscatine and can help recruit and mobilize volunteers for both ongoing and one time volunteer opportunities. They are able to do this through their new website, [www.volunteermuscatine.org](http://www.volunteermuscatine.org). Organizers of events are able to post their volunteer needs on the website and local citizens are then able to contact them directly about volunteers.

The business community of Muscatine is also very supportive of volunteerism and is very flexible with their workforces in allowing them to participate in volunteer activities during their work hours. A great example of this is **the annual Day of Caring** sponsored by United Way. **Over 800 people volunteered** on this day to work on projects throughout the community, with the majority of them coming from the business community. Because **the business community is supportive of the Blue Zone Project**, we will be able to go through them to engage their workforce to volunteer for this initiative. They will be able to supply their employees with the volunteer opportunities that are available, give them more information, and allow them to participate during work hours.

**Leadership Muscatine** is a select group of individuals living in the Muscatine community with the drive and ability to enhance their leadership skills. Each year, the Leadership Muscatine class is chosen based on their leadership experience and community references.

Leadership Muscatine is co-sponsored by the **Greater Muscatine Chamber of Commerce & Industry and Muscatine Community College**. Participants, whether new to Muscatine or lifelong residents, gain a better understanding of the many organizations and their leaders who work to make Muscatine the rare gem it is today. Class members build strong friendships with other future leaders, while being challenged to make a positive difference in our community.

The class meets twice a month for seven months as **a way to educate rising leaders in Muscatine on community history and to develop skills that will lead to lifelong success**. Since its beginning in 1988, **over 400 participants** have graduated Leadership Muscatine. Those same graduates are many of the active members of the community who are involved in making Muscatine a great place to live, work, play, raise a family and retire. Each class develops and implements a **project to improve the community**, some of the recent Leadership Muscatine Projects include:

- Norbert F. Beckey Bridge decorative lighting
- Muscatine Bridge Tribute Plaza
- Bike trail kiosk



Figure 34: Musco Sport Lighting Employees Participating in the 2011 at the Muscatine Center for Social Action (MCSA)

***18. Are you willing to share your leanings with other communities? What have you done in the past to collaborate and learn from other communities?***

The spirit of collaboration and entrepreneurialism is very strong in Muscatine. The City of Muscatine, the Muscatine Community School District and the Greater Muscatine Chamber of Commerce and Industry all have great examples of information gleaned, implemented and shared.

**CIAT Team City of Muscatine**

The **City of Muscatine** formulated the Mayor's Community Action Team that has been ongoing since the Muscatine Riverfront was being developed onto today where this Committee still meets and is actively involved in making Muscatine a better place. Through Public Private Partnerships and the Leadership of the CIAT Team Muscatine has written grant applications, shared findings within the community and throughout the region in regard to the redevelopment of the Muscatine Riverfront, the lighting of the Norbert Beckey Bridge.

**Leader in Me and G2 Muscatine Community School District**

The Muscatine Community School District has recently been exploring and implementing findings from High Tech High in Chula Vista, California and on The Leader in Me Program from AB Combs Elementary School in Raleigh, North Carolina. Over the past two years teams of Muscatine teachers and administrators have visited schools in California and North Carolina to learn about Hands on Project Based Learning Initiatives and Leader in Me school implementations.

**G2 Muscatine Community School District**

Upon returning from these implementation sites, the Muscatine Community School District began implementing both of these initiatives. Last May a G2 Conference was held in Muscatine to showcase the implementation of both initiatives in Muscatine. Still today, many School Districts from within the state are visiting Muscatine to learn about the curriculums being implemented.

**PROSPER Muscatine Community School District and Muscatine County Extension**

The Muscatine School District, Muscatine County Extension and Iowa State University have participated together in the PROSPER Initiative over the past 10 years. Iowa State researchers asked Muscatine Schools to participate as one of eight Communities in Iowa and as cohorts to similar communities in Pennsylvania. Annually all initiative sites meet in a common location to share successes and implementation findings. The PROSPER Initiative was implemented to target and prevent the early onset of alcohol and drug useage within Iowa and Pennsylvania Communities by using a community research based family curriculum (Strengthening Families) and an inschool curriculum intended to teach middle school students about the impact of alcohol and drugs on them.

**Greater Muscatine Chamber of Commerce and Industry - YPN**

Muscatine Young Professionals Network was born 6 years ago as the Muscatine Business Community's reponse to finding and keeping young professionals within our Community of Greater Muscatine. The Greater Muscatine Chamber of Commerce and Industry worked with local young professionals to bring the organization to fruition. Today over 400 Muscatine Young Professionals 25-40 receive email communications, while 150 members actively participate in the monthly professional and community service based activities.

**Muscatine Young Professionals**

Serves in the leadership of the state organization and held the Statewide Conference in Muscatine in 2009. Over 250 YPN'ers from across Iowa participated in the locally sponsored event.

**19. Local community engagement will require meeting places for people to gather. Provide a list of meeting spaces that can accommodate over 50 people.**

---

Muscatine has a plethora of meeting places for large groups of people to gather. These include:

**Business Locations**

- Allsteel Headquarters
- Bridgestone/Bandag Learning Center
- Button Factory Wood Fire Grill
- HNI Headquarters
- Musser Public Library
- Muscatine Art Center
- Muscatine History and Industry Center
- NonProfit Center
- Plamor Lanes
- Pearl City Station and Riverview Center on River Front
- Rendezvous
- Stanley Auditorium

**Muscatine Community College (MCC) Locations**

- McAvoy Center at MCC
- MCC Small Theatre

**School District Locations**

- Muscatine Community School District Administrative Center
- Many Elementary School and High School gyms
- Muscatine Center for the Performing Arts
- Central Middle School Gym
- Colorado Elementary School Gym
- Franklin Elementary School Gym
- Grant Elementary School Gym
- Jefferson Elementary School Gym
- Madison Elementary School Gym
- McKinley Elementary School Gym
- Mulberry Elementary School Gym
- Muscatine High School Cafeteria
- Muscatine High School Gym
- Washington Elementary School Gym
- West Middle School Gyms

**Other Locations**

- Agriculture Learning Center
- Army Reserve/National Guard Armory
- Calvary Church
- City Council Chambers
- Geneva Country Club
- Municipal Golf Course Club House
- Various Churches

**20. List office space options per specifications in Appendix.**

Office space located in the Pearl Plaza at 208 West 2nd Street has been identified as an available option to locate Blue Zone Project operations. **The space meets all of the specifications** contained in the appendix. This location has a **strong community presence**. Both the **United Way and the Community Foundation of Greater Muscatine** house their offices there. The facility is handicap accessible and there is a double staircase with ample space to encourage walking. **The office furniture will be donated by HNI Corporation** and there is a 30-person capacity conference room available. There is a parking lot with reserved spaces as well as on-street parking.

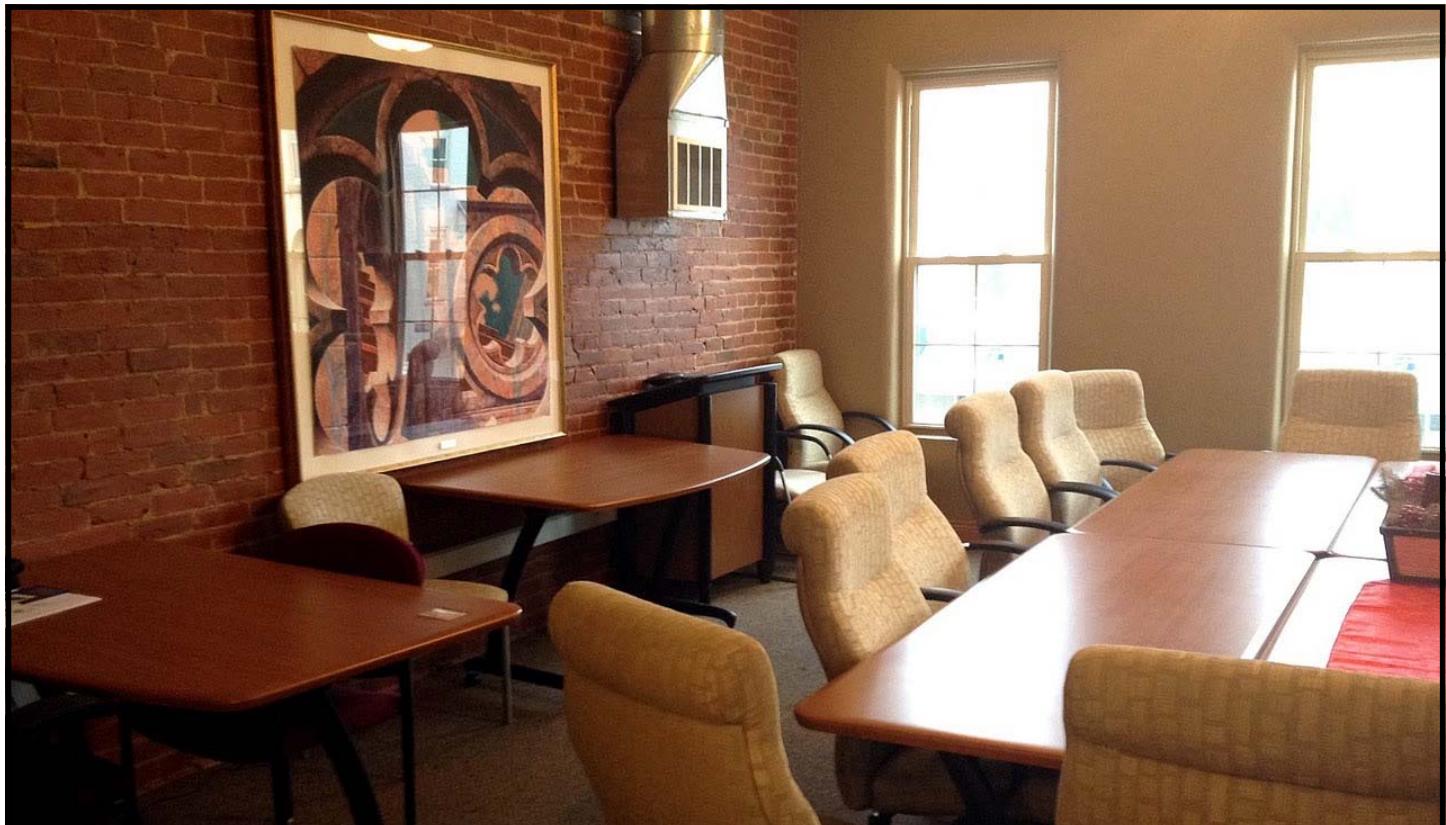


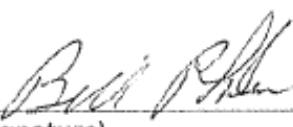
Figure 35: Conference Room in the Identified Available Office Space

### Commitment Letter FOR EMPLOYERS AND CHAMBER OF COMMERCE

By signing below, I agree to be an actively engaged leader in the Blue Zones Project. I am committed to transforming my community into a place where some of the healthiest, happiest and most productive people live. I believe that becoming a Blue Zones Community will positively engage and impact my community.

I agree to commit to the following Roles and Responsibilities:

- Champion the effort to become a Blue Zones Community and to make it a top priority of the community/my organization.
- Support the Blue Zones Community leadership team with stakeholders from across the community who will create and implement plans that will deliver sustainable environmental changes designed to support healthy behaviors.
- Participate in Blue Zones Community programs to deliver sustainable environmental changes that support healthy behaviors.
- Work with Healthways and Wellmark to develop and adopt strategies to improve the Well-Being of my workforce with a goal of lower healthcare costs and improved productivity.
- Champion the effort to understand what it takes to become a Blue Zones Employer and make it a top priority of my organization.

  
(Signature)

12/21/11  
(Date)

Bill Phelps  
(Print Name)

President/CEO  
(Title/Position)

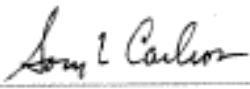
Greater Muscatine Chamber  
of Commerce and Industry  
(Organization)

### Commitment Letter FOR EMPLOYERS AND CHAMBER OF COMMERCE

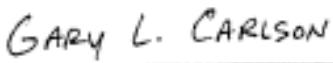
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(Signature)

11/30/2011  
(Date)

  
(Print Name)

Vice President, Member & Community Relations  
(Title/Position)

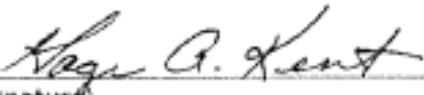
HNI Corporation  
(Organization)

Commitment Letter  
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(Signature)

12/22/11  
(Date)

Gage A. Kent  
(Print Name)

Chairman & CEO  
(Title/Position)

Muscatine Foods Corporation  
(Organization)

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(Signature)

12/13/11  
(Date)

James M. Hayes  
(Print Name)

President & CEO  
(Title/Position)

Trinity Muscatine  
(Organization)

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(Signature)

December 22, 2011

(Date)

William Zinkewich

(Print Name)

Director of Human Resources and  
Community Relations

(Title/Position)

SSAB Iowa Inc.

(Organization)

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(Signature)

12/9/11  
(Date)

BRETT NELSON  
(Print Name)

General Manager  
(Title/Position)

MUSCO LIGHTING  
(Organization)

### Commitment Letter FOR EMPLOYERS AND CHAMBER OF COMMERCE

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Nicole Tharley  
(Signature)

12/9/11  
(Date)

Nicole Tharley  
(Print Name)

HR Manager  
(Title/Position)

Heinz  
(Organization)

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Jerry Curry/Erika Cox  
(Signature)

12-9-11  
(Date)

Jerry Curry/Erika Cox  
(Print Name)

Mgr HR, D+ Employee Services Muscatine Parks & Water  
(Title/Position) (Organization)

### Commitment Letter FOR EMPLOYERS AND CHAMBER OF COMMERCE

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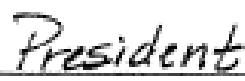
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(Signature)

12-8-11  
(Date)

  
(Print Name)

  
(Title/Position)

  
(Organization)

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Robert Allbee  
(Signature)

11/30/11  
(Date)

ROBERT ALLBEE  
(Print Name)

President  
(Title/Position)

Muscatine Community College  
(Organization)

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(Date)

  
(Print Name)

  
(Title/Position)

  
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(Signature)

12-22-2011

(Date)

Greg Harris  
(Print Name)

VP Manufacturing & Supply Chain  
(Title/Position)

Bridgestone Bandag, LLC  
(Organization)

Commitment Letter  
FOR EMPLOYERS AND CHAMBER OF COMMERCE

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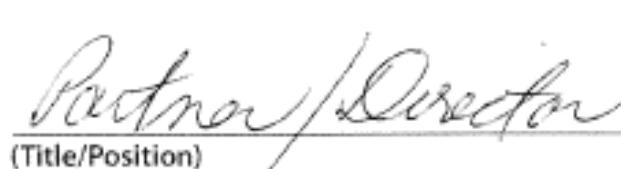
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\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
12/9/14  
(Date)

  
\_\_\_\_\_  
(Print Name)

  
\_\_\_\_\_  
(Title/Position)

  
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(Organization)

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D. Scott Ingstad  
(Signature)

12-9-11  
(Date)

D. Scott Ingstad  
(Print Name)

CEO  
(Title/Position)

First National Bank  
(Organization)

### Commitment Letter FOR EMPLOYERS AND CHAMBER OF COMMERCE

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(Signature)

12/22/11  
(Date)

Gregory J. Kistler  
(Print Name)

President & CEO  
(Title/Position)

Central Bancshares, Inc.  
(Organization)

Commitment Letter  
FOR EMPLOYERS AND CHAMBER OF COMMERCE

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Tom R Spread  
(Signature)

12/9/2011  
(Date)

Tom R Spread  
(Print Name)

EVP & Director  
(Title/Position)

Community Bank  
(Organization)

also

3<sup>rd</sup> Ward City Council Representative - elect

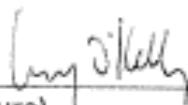
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---

  
(Signature)

---

12-9-11  
(Date)

---

Kasey O. Kelly  
(Print Name)

---

Store Director  
(Title/Position)

---

Hy-Vee Drugstore  
(Organization)

### Commitment Letter FOR EMPLOYERS AND CHAMBER OF COMMERCE

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(Signature)

12/9/11  
(Date)

Brenda Garcia-Vanturen  
(Print Name)

Owner/Agent  
(Title/Position)

State Farm  
(Organization)  
Brenda Garcia-Vanturen

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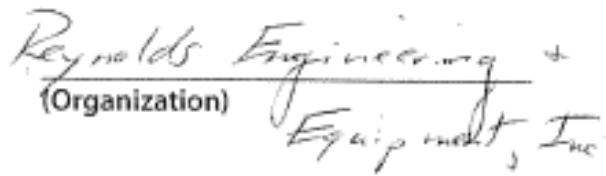
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(Signature)

12/9/11  
(Date)

  
(Print Name)

President  
(Title/Position)

  
Reynolds Engineering +  
(Organization)  
Equipment, Inc.

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Bret M. Olson  
(Signature)

12-9-11  
(Date)

BRET M. OLSON  
(Print Name)

Executive Director  
(Title/Position)

Muscatine Community  
(Organization)

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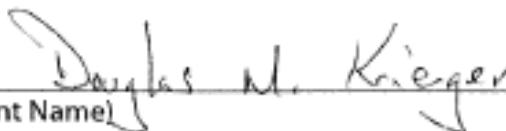
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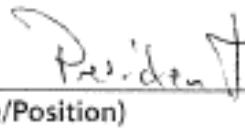
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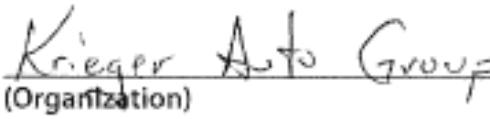


(Signature)

12/9/11  
(Date)

  
(Print Name)

  
(Title/Position)

  
(Organization)

**Commitment Letter**  
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[Signature]

12-7-11  
(Date)

CRAIG MEEHAN  
(Print Name)

CEO TEAM STAFFING SOLUTIONS  
(Title/Position) \_\_\_\_\_ (Organization) \_\_\_\_\_

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(Signature)

12/9/11

(Date)



(Print Name)

Lead Chairperson

(Title/Position)

Young Professionals Network

(Organization)

**Commitment Letter**  
**FOR MAYOR, CITY COUNCIL\*, CITY MANAGER AND**  
**PUBLIC HEALTH DEPARTMENT**

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(Signature)

  
(Date)

  
(Print Name)

  
(Title/Position)

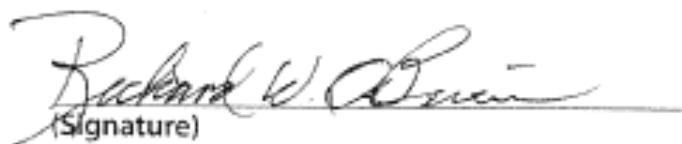
  
(Organization)

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(Signature)

12-8-11

(Date)

Richard W. O'Brien  
(Print Name)

Mayor  
(Title/Position)

City of Muscatine  
(Organization)

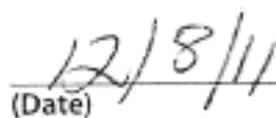
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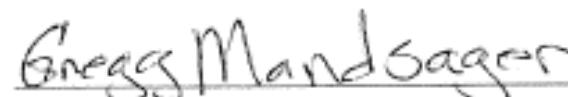
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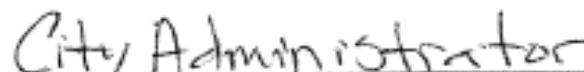
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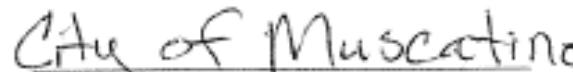
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(Print Name)

  
(Title/Position)

  
(Organization)

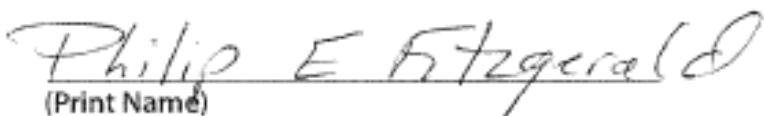
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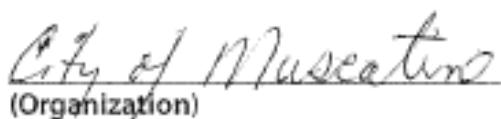
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\_\_\_\_\_  
(Signature) 12-8-2011  
\_\_\_\_\_  
(Date)

  
\_\_\_\_\_  
Philip E Fitzgerald  
(Print Name)

  
\_\_\_\_\_  
1st Ward Councilman   
(Title/Position) City of Muscatine  
(Organization)

Commitment Letter  
FOR MAYOR, CITY COUNCIL\*, CITY MANAGER AND  
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(Signature)

12/8/11  
(Date)

Mark Le Rette  
(Print Name)

Alderman - 2nd Ward  
(Title/Position)

City of Muscatine  
(Organization)

Commitment Letter  
FOR MAYOR, CITY COUNCIL\*, CITY MANAGER AND  
PUBLIC HEALTH DEPARTMENT

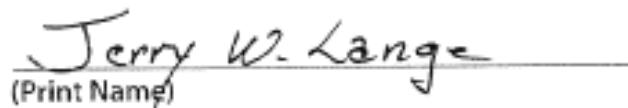
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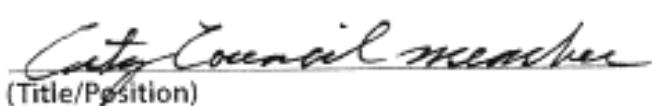
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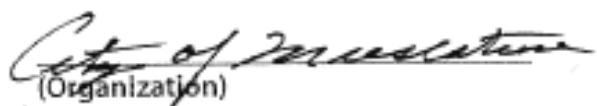
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(Signature)

12/16/11  
(Date)

  
(Print Name)

  
(Title/Position)

  
(Organization)

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FOR MAYOR, CITY COUNCIL\*, CITY MANAGER AND  
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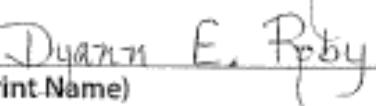
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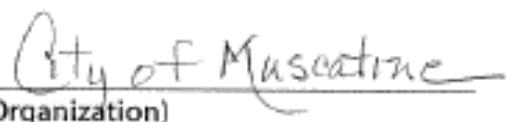
- Champion the effort to become a Blue Zones Community and make it a top priority of the community/my organization.
- Support the Blue Zones Community leadership team with stakeholders from across the community who will create and implement plans that will deliver sustainable environmental changes designed to support healthy behaviors.
- Review work from the Blue Zones Community leadership team and take action on recommended policies designed to support healthy behaviors.
- Participate in Blue Zones Community programs to deliver sustainable environmental changes that support healthy behaviors.

  
(Signature)

12-8-11  
(Date)

  
(Print Name)

  
(Title/Position)

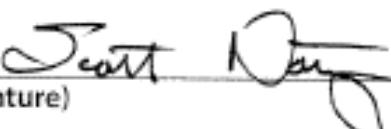
  
(Organization)

Commitment Letter  
FOR MAYOR, CITY COUNCIL\*, CITY MANAGER AND  
PUBLIC HEALTH DEPARTMENT

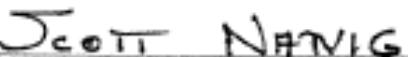
By signing below, I agree to be an actively engaged leader in the Blue Zones Project. I am committed to transforming my community into a place where some of the healthiest, happiest and most productive people live. I believe that becoming a Blue Zones Community will positively engage and impact my community.

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- Support the Blue Zones Community leadership team with stakeholders from across the community who will create and implement plans that will deliver sustainable environmental changes designed to support healthy behaviors.
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- Participate in Blue Zones Community programs to deliver sustainable environmental changes that support healthy behaviors.

  
(Signature)

12. 8. 11  
(Date)

  
(Print Name)

COUNCIL MEMBER AT LARGE  
(Title/Position)

CITY OF MUSCATINE  
(Organization)

Commitment Letter  
FOR MAYOR, CITY COUNCIL\*, CITY MANAGER AND  
PUBLIC HEALTH DEPARTMENT

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- Support the Blue Zones Community leadership team with stakeholders from across the community who will create and implement plans that will deliver sustainable environmental changes designed to support healthy behaviors.
- Review work from the Blue Zones Community leadership team and take action on recommended policies designed to support healthy behaviors.
- Participate in Blue Zones Community programs to deliver sustainable environmental changes that support healthy behaviors.

Robert C. Byrum, Jr.  
(Signature)

12/17/11  
(Date)

Robert C. Byrum, Jr.  
(Print Name)

4th Ward City Councilman  
(Title/Position)

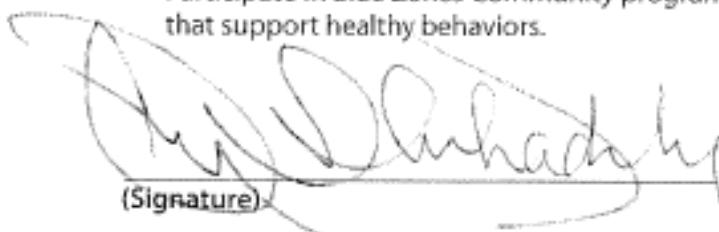
City of Muscatine, IA  
(Organization)

Commitment Letter  
FOR MAYOR, CITY COUNCIL\*, CITY MANAGER AND  
PUBLIC HEALTH DEPARTMENT

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- Champion the effort to become a Blue Zones Community and make it a top priority of the community/my organization.
- Support the Blue Zones Community leadership team with stakeholders from across the community who will create and implement plans that will deliver sustainable environmental changes designed to support healthy behaviors.
- Review work from the Blue Zones Community leadership team and take action on recommended policies designed to support healthy behaviors.
- Participate in Blue Zones Community programs to deliver sustainable environmental changes that support healthy behaviors.



(Signature)

12/8/2011  
(Date)

Osama Shihadeh  
(Print Name)

Council Member  
(Title/Position) At-Large

Muscatine City  
(Organization)

Commitment Letter  
FOR MAYOR, CITY COUNCIL\*, CITY MANAGER AND  
PUBLIC HEALTH DEPARTMENT

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- Support the Blue Zones Community leadership team with stakeholders from across the community who will create and implement plans that will deliver sustainable environmental changes designed to support healthy behaviors.
- Review work from the Blue Zones Community leadership team and take action on recommended policies designed to support healthy behaviors.
- Participate in Blue Zones Community programs to deliver sustainable environmental changes that support healthy behaviors.

Jeanette Phillips  
(Signature)  
Jeanette Phillips

12/22/11  
(Date)

Jeanette Phillips  
(Print Name)

City Ward  
(Title/Position)

City of Muscatine  
(Organization)

### Commitment Letter FOR EMPLOYERS AND CHAMBER OF COMMERCE

By signing below, I agree to be an actively engaged leader in the Blue Zones Project. I am committed to transforming my community into a place where some of the healthiest, happiest and most productive people live. I believe that becoming a Blue Zones Community will positively engage and impact my community.

I agree to commit to the following Roles and Responsibilities:

- Champion the effort to become a Blue Zones Community and to make it a top priority of the community/my organization.
- Support the Blue Zones Community leadership team with stakeholders from across the community who will create and implement plans that will deliver sustainable environmental changes designed to support healthy behaviors.
- Participate in Blue Zones Community programs to deliver sustainable environmental changes that support healthy behaviors.
- Work with Healthways and Wellmark to develop and adopt strategies to improve the Well-Being of my workforce with a goal of lower healthcare costs and improved productivity.
- Champion the effort to understand what it takes to become a Blue Zones Employer and make it a top priority of my organization.

Tom R Spread  
(Signature)

12/9/2011  
(Date)

Tom R Spread  
(Print Name)

EVP & Director  
(Title/Position)

Community Bank  
(Organization)

also

3<sup>rd</sup> Ward City Council Representative - elect

Commitment Letter  
FOR MAYOR, CITY COUNCIL\*, CITY MANAGER AND  
PUBLIC HEALTH DEPARTMENT

By signing below, I agree to be an actively engaged leader in the Blue Zones Project. I am committed to transforming my community into a place where some of the healthiest, happiest and most productive people live. I believe that becoming a Blue Zones Community will positively engage and impact my community.

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- Support the Blue Zones Community leadership team with stakeholders from across the community who will create and implement plans that will deliver sustainable environmental changes designed to support healthy behaviors.
- Review work from the Blue Zones Community leadership team and take action on recommended policies designed to support healthy behaviors.
- Participate in Blue Zones Community programs to deliver sustainable environmental changes that support healthy behaviors.

Mary Odeff

(Signature)

12-9-11

(Date)

Mary Odeff

(Print Name)

Director of Public Health

(Title/Position)

Trinity Muscatine Public Health

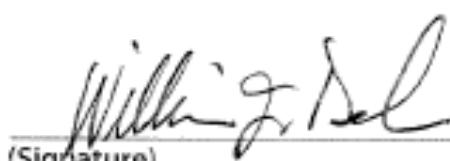
(Organization)

### Commitment Letter FOR SCHOOL SUPERINTENDENT

By signing below, I agree to be an actively engaged leader in the Blue Zones Project. I am committed to transforming my community into a place where some of the healthiest, happiest and most productive people live. I believe that becoming a Blue Zones Community will positively engage and impact my community.

I agree to commit to the following Roles and Responsibilities:

- Champion the effort to become a Blue Zones Community and to make it a top priority of the community and my school district.
- Support the Blue Zones Community leadership team with stakeholders from across the community who will create and implement plans that will deliver sustainable environmental changes designed to support healthy behaviors.
- Review work from the Blue Zones Community leadership team and take action on recommended policy changes and programs to deliver sustainable environmental changes that support healthy behaviors.



(Signature)

12-12-2011

(Date)

WILLIAM J. DECKER

(Print Name)

SUPERINTENDENT

(Title/Position)

MUSCATINE CSD

(Organization)

Commitment Letter  
FOR LOCAL COMMUNICATIONS OUTLETS  
(NEWSPAPER, TELEVISION AND RADIO)

By signing below, I agree to be an actively engaged leader in the Blue Zones Project. I am committed to transforming my community into a place where some of the healthiest, happiest and most productive people live. I believe that becoming a Blue Zones Community will positively engage and impact my community.

I agree to champion the effort to become a Blue Zones Community and to make it a top priority of the community and my organization by providing the following:

- Endorsement of the Blue Zones Project.
- Ongoing coverage of major milestones and/or compelling human interest stories (i.e., follow transformation of a handful of Iowans over the course of the campaign).
- A specific reporter or team of reporters to cover the initiative.
- Dedicated space, guest columns and/or blogs regarding the Healthiest State Initiative and/or the Blue Zones Project.
- Dedicated coverage of the Gallup Healthways Well-Being Index® (daily, weekly, monthly or quarterly updates).
- Promotion of the Healthiest State Initiative and/or Blue Zones Project through my website or the [www.blueszonesproject.com](http://www.blueszonesproject.com) website.



(Signature)

12-16-11

(Date)

CHUCK MORGAN

(Print Name)

GENERAL MANAGER

(Title/Position)

KWPC/KMCS-FM

(Organization)

**Commitment Letter**  
**FOR LOCAL COMMUNICATIONS OUTLETS**  
**(NEWSPAPER, TELEVISION AND RADIO)**

By signing below, I agree to be an actively engaged leader in the Blue Zones Project. I am committed to transforming my community into a place where some of the healthiest, happiest and most productive people live. I believe that becoming a Blue Zones Community will positively engage and impact my community.

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- Ongoing coverage of major milestones and/or compelling human interest stories (i.e., follow transformation of a handful of Iowans over the course of the campaign).
- A specific reporter or team of reporters to cover the initiative.
- Dedicated space, guest columns and/or blogs regarding the Healthiest State Initiative and/or the Blue Zones Project.
- Dedicated coverage of the Gallup Healthways Well-Being Index® (daily, weekly, monthly or quarterly updates).
- Promotion of the Healthiest State Initiative and/or Blue Zones Project through my website or the [www.blueszonesproject.com](http://www.blueszonesproject.com) website.



(Signature)

12/9/11  
(Date)

Steve Jameson  
(Print Name)

Publisher  
(Title/Position)

Muscatine Journal  
(Organization)

## JANE L. DAUFELDT

2223 Fifth Avenue- Muscatine, IA 52761 – (563) 260-3154 [jldaufeldt@machlink.com](mailto:jldaufeldt@machlink.com)

### SUMMARY

A professional with diverse experience and knowledge base. Enthusiastic, flexible, self-directed, assertive, creative, change agent with ability to develop win-win environments. Highly organized and detail oriented. Proactive. Analytical. Have well developed skills in finance and accounting functions, people and project management, communications, planning, and implementation of processes and procedures. Entrepreneurial spirit. Common sense based. Honest, deep sense of integrity and commitment. Excellent computer skills – All Microsoft applications and QuickBooks.

### ACCOMPLISHMENTS

#### Financial Management

Orchestrated integration of financial systems with GMCCI merger. Revised financial system in chamber to include separate P&Ls for non-admin expenses. Established Excel based budgeting/forecasts. Modeled PC based forecasts for FDR business units tracking millions of dollars per month in expenses and revenues. Managed cash receipts, and accounts payable personnel for multiple business units. Analyzed fringe benefit costs for over 10,000 employees to determine forecast for expenses. Established computer models to automate budgets, forecasts, and strategic plans for remote locations. Maintained and controlled asset inventories. Analyzed major expenses such as communication, wages, and capital equipment. Developed pro-forma models for new large client contract negotiations –MCI Operator Services and People Express Airline.

#### Operations/ Management

Seamlessly converted GMCCI member data base and integrated with QuickBooks. Developed a billing and recovery system for \$800,000 in grants from Indiana and North Carolina employment incentives. Initiated comprehensive Safety programs for over 6,000 employees in multiple locations to reduce worker's compensation costs and meet compliance with regulations. Developed methods to determine standards, policies and procedures for accounting, personnel, and safety and health systems.

#### Leadership

Collaborative leader in many community and economic development initiatives - i.e. local option sales tax advocacy, search committees for management positions in community organizations. Devise and direct large community events- RAGBRAI (2), 4<sup>th</sup> of July, PartiART Week (annually). Leadership Muscatine program steering committee chair and facilitator. Member of several local organizations with board executive positions including- treasurer of UWM, Community Needs Assessment Partners., Strategic planning area organizations, Muscatine SCORE Chapter Chair.

First female loan officer in Fayette County, IN - consistently maintained the lowest delinquency rate on highest consumer loan portfolios, met all regulatory requirements and received recognition from auditing groups for compliance and quality. One of five original board members that organized and established Fayette County Housing Authority. Serviced as the treasurer, trained the first manager, and established procedures and policies to meet the requirements for the housing program to subside rent for the low income and elderly. First Data Corporation's first Product Control Accountant. Reported directly to business unit president. Performed all unit financial functions including division reports to corporate for consolidation and cost modeling.

#### Team Building

Collaborative leader in community on many committees. Selected to participate in and pilot groups for implementation of Total Quality Management Process, significant recognition program revisions for exempt and non-exempt employees, and a Peer Review Process for internal review and resolution of personnel issues. Worked with key company individuals to develop and integrate company wide travel, safety, health and facilities management improvement teams.

#### Communication

Excellent oral and written skills – to convey information to diverse groups and levels of public and private organizations and programs. Developed marketing collateral and used vehicles like What's Up Muscatine, GMCCI newsletter, PowerPoint presentations, Coffee Club Talk Show co-host, media articles, photography and video, assisting with DVD development., Leadership Muscatine, Town Hall Meetings, ...Utilizes technology to present information and communicate with the various audiences (PowerPoint, photos, email, flyers, etc.) Developed, implemented and established policies and procedures for updates and maintenance of the Business Continuation and Disaster Recovery Plan for a major business unit.

# Appendix E— Potential Blue Zone Project Staff Resume—Jane Daufeldt

## WORK EXPERIENCE

### Greater Muscatine Chamber of Commerce and Industry

2001-Present

VP Community Development and Executive Director – converted accounting function to accrual basis and with all functions in house to ensure the integrity of the financials. Reviewed the job description of staff with each individual and provided timely performance reviews. Focused on business development in commercial, professional and retail sectors. Community development, Advocacy, and Tourism were the other areas of focus. Directed major event like RAGBRI (2), 4<sup>th</sup> of July parades and fireworks, Muscatuda, Leadership Muscatine, Ambassador Tour. Wrote and received 50K matching grant from state for Muscatine Certified Sports Authority.

### Wahoo Chamber of Commerce & Greater Wahoo Development Foundation, Wahoo, NE 1997-2001

Executive Director - was responsible for community and business economic development for two entities. Reported to two boards of directors. Recruited new businesses to Wahoo -several new small industries in the commercial park, expansion of care facility, affordable and market rate housing developments- some restorations of old buildings in downtown, recreation facilities (Lake Wanahoo), website updates and development of marketing collateral for community tourism and business growth. Converted the financial reporting to QuickBooks and developed budgets and cash flow projections.

### First Data Corporation, Omaha, NE

1982-1997

- *Integrated Services Division's Accounts Payable/ Cash Receipts/Travel Manager* - Responsible for the operation of these functions for the units serviced by ISD. Verified accuracy of payments and postings to accounts. Tracked personnel utilization and department statistics. Responsible for the division's travel management. Division's liaison with corporate accounting, tax, travel and legal departments, with all vendors, and with internal and external customers. Audited for compliance. Determined and recommended best practices for all units. Created PC based forms, directories, and policies, procedures, and guidelines.
- *Integrated Services Division's Finance Specialist* - Provided in depth analysis to the division for fringe benefits of 10,000 to 15,000 employees. Determined fringe rate forecast for all business units. Completed special travel and financial projects. Analyzed cost components of labor, communications, and other operating expenses to determine customer specific profitability.
- *Integrated Services Division's Environmental Safety and Health Manager* - Responsible for creation, transfer, and integration of established safety programs with divisional level facilities management department. Scope of service included twelve units located in multiple cities, with 10,000 to 15,000 employees.
- *Teleservices' Safety and Health Manager* - Developed the first business unit safety and health program which was adopted by the Integrated Services Division. Provided program administration policies, procedures, and guidelines for compliance with Occupational Safety and Health Act, insurance requirements, and the goals of the organization.
- *Teleservices' Systems Manager* - Collected and published production measurements from remote locations to benchmark each location and recognize top performance. Developed and maintained master Business Continuation/Disaster Recovery Plan to prevent business interruptions from temporary or long term sources.
- *Airline Reservations' and Teleservices' Product Control Accountant* - Provided, reported, verified, and modeled all the accounting and financial services to unit president and upper management for consolidation with the corporate entity.
- *Bank Card Customer Service Representative* - Acted as liaison between client banks, their agents, and private label customers. Provided system coordination and expertise for the effective and efficient use data base.

### Lower Platte North Natural Resources District

1991-2001

Board of Director, Chair and member of Water Committee, Personnel Committee, and Executive Committee (Treasurer, Secretary, Vice Chair ). Set up performance review process, revised personnel policies and procedures. Assisted in management hiring process and replacement. When Treasurer discovered and proved that there was misuse of district funding.

### Glastonbury Bank and Trust Company, Glastonbury, CT

1978-1981

Assistant Treasurer - Outside sales and marketing of short term investments vehicles. Competed with money market managers to increase and retain sources of low cost deposit funds. Created off balance sheet income. Lending responsibilities included commercial, real estate, consumer, and SBA loans. Assisted with main and branch bank management and administration responsibilities.

### Fayette Bank and Trust Company, Connersville, IN

1971-1978

Loan officer, Consumer lending, credit, collections, floor plan billing and verification.

## EDUCATION

Mercy School of Nursing	Iowa City, IA
Muscatine Community College	Muscatine, IA
University of Northern Iowa	Cedar Falls, IA
Indiana University, Richmond, IN	Business, 1978
University of Omaha, Omaha, NE	Finance/Banking Honors

## Appendix F— Potential Blue Zone Project Staff Resume—Sarah M. Ott

Sarah M. Ott

1014 Iowa Ave, Muscatine, IA 52761

563.554.7440

Sarahmichelleott@gmail.com

Objective	Seeking employment with an organization where I can apply my academic and work experience to enhance both the company and community in which I will be a part of.
Education	<p><b>Master of Arts, Geography- Economic and Community Development</b>      <i>Awarded: June 2010</i></p> <p><b>Western Michigan University, Kalamazoo, MI</b></p> <ul style="list-style-type: none"><li>• GPA 3.9/4.0</li></ul> <p><b>Related course work:</b> Community Analysis and Planning Techniques, State and Local Finance, Cities and Urban Systems, Spatial Analysis, Research Methods</p>
	<p><b>Bachelor of Arts, Geography and Economics</b>      <i>Awarded: May 2008</i></p> <p><b>Carthage College, Kenosha, WI</b></p> <ul style="list-style-type: none"><li>• Graduated Summa Cum Laude</li><li>• Received Honors in Geography</li></ul> <p><b>Related course work:</b> Urban Geography, Economic Geography, GIS, Public Sector Economics, Business Statistics</p>
Experience	<p><b>Volunteer Engagement Manager</b>, United Way, Muscatine, IA (<i>March 2010- June 2011</i>)</p> <ul style="list-style-type: none"><li>• Responsible for oversight and operation of the Volunteer Solutions program at United Way. Duties include working with local agencies to help them recruit and retain volunteers. Responsible for the organization of large events such as Day of Caring which mobilized over 800 volunteers. Also responsible for general United Way duties including fundraising and community investment of monies raised.</li></ul> <p><b>Community Resource Supervisor</b>, Lutheran Services in Iowa, Muscatine, IA (<i>March 2010- June 2011</i>)</p> <ul style="list-style-type: none"><li>• Responsible for oversight and operation of Refugee Community Services. Duties include working with clients to ensure success in their transition to American culture and assistance in job placement. Also responsible for fundraising the annual operating budget and recruitment and training of volunteers.</li></ul> <p><b>Economic Development Intern</b>, The Right Place Inc., Grand Rapids, MI (<i>April 2009- December 2009</i>)</p> <ul style="list-style-type: none"><li>• Responsible for independently completing a wide array of projects used in the promotion of the Grand Rapids area to potential business investors. Projects include work with demographic and Census data as well as specialized data sets specifically created for the Grand Rapids area.</li></ul> <p><b>Graduate Assistant</b>, Western Michigan University, Kalamazoo, MI (<i>September 2008- December 2009</i>)</p> <ul style="list-style-type: none"><li>• Responsible for the instruction of lab sections of Physical Geography for undergraduate students. Organize class time and assignments weekly in addition to teaching. Responsible for efficient grading of labs, quizzes and tests.</li></ul> <p><b>GIS/Real Estate Intern</b>, Linn County Auditor, Cedar Rapids, IA (<i>June 2007 – August 2007</i>)</p> <ul style="list-style-type: none"><li>• Responsible for the transfer of real estate deeds throughout the county for tax assessment purposes as well as updating county wide maps through GIS to reflect newly plotted lands. Communicated with local city governments on any issues or concerns that may arise.</li></ul>
Leadership	<p>Downtown Action Alliance- President, Executive Board Member</p>

# Appendix G— Potential Blue Zone Project Staff Resume—Elspeth McMullan

**Elspeth Adriana McMullan**  
Ea.memullan@gmail.com  
Cell (563) 380-2872

Current Address:  
114 E. Maxson Ave.  
West Liberty, IA 52776

Permanent Address:  
303 S. Maple St., PO Box 799  
Postville, IA 52162

## EDUCATION

**The University of Iowa**, Iowa City, IA  
B.A. Sociology, Certificate in Public Health  
Masters in Public Health in Community & Behavioral Health  
December 2008  
May 2011

## COURSE HIGHLIGHTS

Social Psychology	Juvenile Delinquency	Animal Physiology	American Family	Quantitative Data Analysis
Gender & Society	Deviance & Control	Environmental Health	Political Sociology	Evidence-Based Methods
Social Problems	Criminology	Social Movements	Health Promotion	Small Groups Analysis
Sociological Theory	Calculus	Biostatistics	Epidemiology	Evaluation Theory
Grant Writing	Disaster Planning	Maternal/Child Health	Health Behavior	Cultural Competency

## INTERNSHIP EXPERIENCE

**Sociology Criminal Justice Internship** Summer 2007  
Iowa Medical Classification Center, Oakdale, IA  

- Certification: Mandatory Reporter Adult Abuse
- Group therapy leader during weekly sessions in hospital unit
- Observed a complete overview of the services and employee training
- Tour guide for the grand opening of the new addition and active participant during meetings

## RELATED EXPERIENCE

**CBH Student Association Executive Board Professional Development Co-Chair** Fall 2010- Spring 2011  
**CPH Student Association Executive Board Member Social Co-Chair** Spring 2010- Spring 2011  
**CPH Community and Behavioral Health Journal Club Leader** November 2009  
**Sociology Research Assistant** Fall 2006- Spring 2009  
The University of Iowa: Sociology Group Processes Lab, Iowa City, IA  

- Certification: IRB-02 (Human Subject Researcher)
- Basic Biological Safety
- Bloodborne Pathogens for Lab Workers
- Executed and monitored the project sessions
- Contacted and scheduled participants as well as entered results in database
- Conducted original research

 Fall 2008- Spring 2009  
**Undergraduate Teaching Assistant** Fall 2008  
The University of Iowa: Department of Sociology, Iowa City, IA  

- Taught students and graded papers

## ORIGINAL RESEARCH

**Poster Presenter at Summer Undergraduate Research Conference**, Summer 2008  
University of Iowa, Iowa City, IA  

- Poster Title: "Facebook: A Cyber Cemetery"

**Guest Speaker for University of Iowa**, Iowa City, IA Fall 2008  

- Department of Quantitative & Psychological Foundations

**Roundtable Presenter at Midwest Sociological Society Annual Meeting**, April 2009  
Des Moines, IA  

- Paper Title: "Online Grieving: A Content Analysis of Facebook Groups Dedicated to the Deceased"

**Presenter at Iowa Sociological Association Annual Meeting**, April 2009  
Cornell College, Mt. Vernon, IA  

- Paper Title: "Online Grieving: A Content Analysis of Facebook Groups Dedicated to the Deceased"

**Poster Presenter at Iowa Governor's Conference in Public Health (IPHA)** April 2011  
Ames, IA  

- Poster Title: "Working Together for a Healthier Iowa" Pilot Project: Student Perspective

Appendix G—Potential Blue Zone Project Staff Resume—Elspeth McMullan

Elspeth Adriana McMullan

E.a.mcmullan@gmail.com

Cell (563) 380-2872

Current Address:  
114 E. Maxson Ave.  
West Liberty, IA 52776

Permanent Address:  
303 S. Maple St., PO Box 799  
Postville, IA 52162

#### **ORGANIZATION AFFILIATIONS**

Member, Iowa Public Health Association (IPHA)	Spring 2010- Present
Member, American Public Health Association (APHA)	Fall 2009- Present
Member, Midwest Sociological Society (MSS)	Fall 2008- Present
Member, Iowa Women Initiating Social Change (IWIS)	Fall 2009- Spring 2010

## WORK EXPERIENCE

IPHA AmeriCorps HealthCorps Member, Trinity Muscatine Public Health Institute for Public Health Practice Intern, Community Health Care, Davenport, IA	September 2011- Present June 2011-August 2011
Practicum Intern, Trinity Muscatine Public Health, Muscatine, IA	February 2011-May 2011
Leadership Education in Neurodevelopmental & Related Disabilities-LEND Trainee	Summer 2010-August 2011
Avoid The Stork Team Member	Spring 2010
IDPH Working Together for a Healthier Iowa Project Member	Spring 2010 – Fall 2010
Associate Director, West Liberty Youth Dream Catchers (Non-profit Organization), West Liberty, IA	February 2009- Spring 2010
<ul style="list-style-type: none"> <li>• Facilitate search for marketer and grant writer</li> <li>• Visit various college administrators to present and acquaint them with Dream Catchers program</li> <li>• Endeavor to secure scholarships for program students</li> </ul>	
University of Iowa Hawkeye Poll Researcher	Spring 2008
University of Iowa: Social Science Research Center, Iowa City, IA	
<ul style="list-style-type: none"> <li>• Performed telephone calls to better understand people's political affiliations and voting trends</li> </ul>	

## VOLUNTEERING

<b>West Liberty Youth Dream Catchers</b> (Non-profit Organization), West Liberty, IA	Fall 2005- Present
• Mentor and Event Planner	
<b>University of Iowa Hospitals &amp; Clinics</b> , Iowa City, IA	Fall 2006- Spring 2007
• Volunteer Clerk	
<b>University of Iowa</b> , Iowa City, IA	Fall 2006
• Homecoming Parade Security Staff Member	
<b>University of Iowa Dance Marathon</b> , Iowa City, IA	February 2005-2007
• Dancer and Family Representative -Raised over \$500 dollars in funds to support children with cancer	
<b>St. Paul's Lutheran Church</b> , Waverly, IA	Fall 2003- Spring 2004
• After-School Program Activity Coordinator	

#### AWARDS/HONORS

<b>Herbert Hoover Uncommon Student Scholarship</b> , West Branch, IA	Fall 2002- Present
• Served on the Executive Board of the Alumni Association	
• President of the Alumni Reunion Planning Committee	Fall 2003- Summer 2008
• Mariah Becker Volunteer Leadership Award Judge	Fall 2010 - Present
• Keynote speaker at award ceremony	Fall 2006- Summer 2008
• Representative of Association at Hoover Presidential Library functions	Fall 2003- Summer 2008
<b>Rob Willer Outstanding Undergraduate Research Assistant</b> , University of Iowa Center for the Study of Group Processes, Iowa City, IA	Fall 2007
<b>Frank N. Magid Associates Undergraduate Research Prize in Social Science Research Excellence</b> University of Iowa, Iowa City, IA	May 2009
■ Second Place Winner	
<b>Speaker for American Water Works Association Annual Conference: IA Section Coralville, IA</b>	June 2009
• Presentation Title: "Social Networking: Connecting the World"	October 2009

### JOAN URENN AXEL

208 West Second Street, Unit 300  
Muscatine, Iowa 52761  
[juaxel@machlink.com](mailto:juaxel@machlink.com)  
563.263.1485

### EDUCATION

University of Iowa College of Law; J.D., December 1981. Admitted to Iowa Bar January 1982.

Iowa State University, College of Science and Humanities, major in History with minors in Foreign Trade and Service and Russian. Bachelor of Science, 1964.

### EMPLOYMENT

Vice President, Director and Shareholder, Stanley, Lande & Hunter, a Professional Corporation, with offices in Muscatine, Davenport, and Coralville, Iowa. (1982- ) A general practice with focus on personal client services in the areas of real estate, estate planning, elder law, and probate.

Elected member of Muscatine County Board of Supervisors, 1975-1978, serving as Chair of the Board in 1977 and 1978.

Research and editing assistant in the fields of international relations, global issues, and consulting engineering, 1970-1978.

Editorial Assistant, *the Farm Journal*, Philadelphia, Pennsylvania, 1964-1966.

### PROFESSIONAL AFFILIATIONS

Muscatine County Bar Association, President 2000

Iowa State Bar Association

American Bar Association

Iowa Supreme Court Commission on Unauthorized Practice of Law (1996-2003)

Iowa Supreme Court Grievance Commission (1988-1993)

Iowa State Bar Association Health Law Council (1991-1994)

Iowa Supreme Court Advisory Committee on Rules of Civil Procedure (1992-1994)

Iowa State Bar Foundation, Fellow

### BOARD DIRECTORSHIPS

City of Muscatine Board of Water, Electric, and Communications Utilities Trustee (1999- )

Central State Bank, Muscatine, Iowa - Board Director (2004- )

The Nature Conservancy, Iowa Chapter - Board Trustee (2005- )

Iowa Commission on the Status of Women - Commissioner (2009- )

Community Foundation of Greater Muscatine - Board Director (2008- )

Muscatine Community College Foundation - Board Director (2008- )

University of Iowa Law School Foundation - Board Director (2000-2007)

New Ventures Initiative Quad City Region, - Board Director (2003-2007)

Muscatine Community Y - Board Director (2002-2007)

Muscatine Community Y Endowment Foundation - Director (1991-2002)

Hoover Presidential Library Association - Trustee and Board Director (1996-2003), Vice President, 2001-2002

State of Iowa Telecommunications and Technology Commission - Vice-Chair, (ICN) (1994-2000)

Iowa State Lottery Commission - Commissioner 1985-1991, Chair 1986-1987

WOI-TV, ISU Broadcasting Corporation, former Board Director

Wellmark, Inc., 1999-2002

Iowa State University Foundation - Board Director and Executive Committee Member 1988-1992

### ASSOCIATIONS

#### Iowa State University

- Distinguished Service Award, Cedar and Muscatine Counties, 1977.
- Outstanding Young Alumnus, 1977.
- Alumni Achievement Award, 1998.
- ISU Presidential Search Committee 1991.
- President ISU Alumni Association, 1985-1986
- ISU Foundation Governor, 1987 to present
- National Campaign Cabinet, 1994-1996

Muscatine County Compensation Commissioner (1998-2000)

Iowa Sister State Starvropol (U.S.S.R.) Committee Chair (1989-2002)

- Starvropol, Soviet Union, Delegation Leader
- First Iowa State official trip to China - 1983

Co-chair, Muscatine General Hospital Bond Referendum, 1977

League of Women Voters

Rotary International of Muscatine, 1989-2005

Muscatine Big Sister Program – Big Sister

United Way of Muscatine, former Board Director

Muscatine Chamber of Commerce - Board Director (1990-1992)

Muscatine Welfare Association - Board Director (1983-2002)

Leadership Muscatine Founding Steering Committee Member (1989-1992)

Wilton Community Development Association - Director (1986-2003)

Wilton Industrial Development Corporation - Board Director (1986-2009)

Trinity Episcopal Church, Church Vestry, multiple terms

Muscatine Community Health Association, 1974-1980

First National Bank of Muscatine – Board Director 1979-1981

### AWARDS

2003 Pro Bono Service Award, Iowa State Bar Association

2002 Outstanding Service to Your Community Award, Iowa State Bar Association

1994 Next Generation Award – YWCA Tribute to Leadership, First Award Recipient

1991 Women of Spirit and Note, KWQC TV 6, for mentoring next generation

1980 Distinguished Service Award, Cedar and Muscatine Counties, Iowa State University

1977 Outstanding Young Alumnus, Iowa State University

2007 Cardinal and Gold Award for Community Service, ISU Foundation

2008 Iowa Women's Hall of Fame

2009 Honorary Rotary Paul Harris Fellow

### PERSONAL DATA

Background: Born, Fargo, North Dakota, January 21, 1943

Spouse: John W. Axel

Children: J. Andrew Axel, spouse Elizabeth, two daughters  
Bradford J. Axel, spouse Andrea, two daughters

### References

References will be furnished upon request.

November 2011

# Appendix I— Potential Blue Zone Project Staff Resume—Dyann Roby

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## Dyann E. Roby

563.299.1700

2208 Oak Valley Drive, Muscatine, Iowa 52761-9549

roby@machlink.com

### PROFESSIONAL EXPERIENCE:

#### City of Muscatine

- 5<sup>th</sup> Ward Council member (2008-2011)
- Mayor Pro Tem (2010-2011)

#### United States Postal Service

- Postmaster, Muscatine, Iowa (1993-2002)
- Superintendent, Postal Operations, Muscatine, Iowa (1990-1993)
- Postmaster, Atalissa, Iowa (1979-1990)
- Officer-in-Charge, Wilton, Iowa (1980)
- Postmaster Trainer (1979-1990)

### LEADERSHIP AND EXPERIENCE:

- City Council, 5<sup>th</sup> Ward (2007-2011)
- City Council, Mayor Pro Tem (2010-11)
- Iowa League of Cities member (2007-present)
- Iowa League of Cities Executive Board (2011-present)
- Community Improvement Action Team (2009-present)
- Muscatine Police Academy graduate (2009)
- Muscatine County Joint Communications Commissions (2008-present)
- Region 9 Transportation Policy Committee (2008-present)
- Muscatine-Louisa Red Cross Instructor (2008-2008)
- Lutheran Homes Board of Directors (2005-present)
- Muscatine Community College Alumni Association (2003-2011)
- Muscatine Center for Social Action (2002-2005)
- Sexual Assault/Domestic Violence Advocacy for the 7<sup>th</sup> Judicial District (2002-2005)
- Court Appointed Special Advocate for Children Volunteer (2001-2006)
- Salvation Army Christmas Project Coordinator (2000)
- Senior Resource Board & Special Project Volunteer (1995-1999)
- Muscatine Development Corporation Board (1994-2000)
- Zion Lutheran Church (1991-Present)
- Muscatine County Land Use Task Force (1990)
- Muscatine County Conference Board (1989-1993)
- Muscatine County Sesquicentennial Committee (1988)
- Wilton Pool Board of Directors (1987-1990)
- Wilton Community School Board (1987-1993)
- National Association of Postmasters (1979-present)

### EDUCATION:

- Muscatine Community College, Business/Management Studies (1978-1981)
- Blackhawk College, Business/Management Studies (1966-1967)
- Western Illinois University, Liberal Arts Studies (1965-1966)

### CONTINUING EDUCATION:

- Graduate of Leadership Muscatine (1994)
- Strengthening Families- ISU-certified instructor (2007)
- Certified for Executive & Administrative Personnel Selection (1999)
- Certified by Human Resources for Suitability Selection of Interviewing (1996)

### PROFESSIONAL ACKNOWLEDGMENTS:

- Safety for Postal Leadership Certificate (2000)
- 30 Year Certificate of Appreciation (1999)
- Certificate of Appreciation-DuPont Safety Course (1999)
- Certificate of Appreciation-Recognition of Sick Leave Conservation (1999)
- Certificate of Appreciation for Community Relations Activities (1996)
- 25 Year Certificate of Appreciation (1994)

PAGE 4A MUSCATINE JOURNAL SATURDAY, OCT. 22, 2011

# OPINION Page

# Is Muscatine blue? It ought to hope so.

OPINION PAGE GUIDELINES	
The Muscatine Journal welcomes your letters on public issues. Some guidelines:	■ Form letters will not be published.
■ For publication purposes only, include a full name, address and phone number. Only your name and city of residence will be published. Letters that cannot be verified will not be published.	■ Letters on local subjects are preferred.
	■ Keep letters to about 250 words or fewer. Those significantly longer will be edited or condensed for guest columns.
	■ When typing letters, please do not use all capital letters.

percent of the county's children under age 2 are obese.	■ The Muscatine Journal reserves the right to edit letters.
If Muscatine residents — all of us — band together and commit to making these healthy changes, we can be chosen as one of the 10 Blue Zone communities. That would give Muscatine leaders significant financial support from the state program to help us live longer, healthier lives.	■ Mail letters to: Letters to the Editor, Muscatine Journal, 301 E. Third St., Muscatine, IA 52601; fax to 563-262-8030; E-mail to news@muscatinejournal.com
That's a goal that we support. Everyone else should as well.	

27 OCTOBER 2011

**Journal**  
Editorial

It's not often that a community can come together to impact the health and well-being of every one of its citizens.

But the people of Muscatine, along with every other city in Iowa, have the opportunity to be chosen as a Blue Zone.

In 2004, Dan Buettner, the United States. And the

**FOR INFORMATION**

Go to [www.bluezoneproject.com](http://www.bluezoneproject.com) and pledge your support.

■ **International** An internationally recognized researcher and explorer, teamed up with National Geographic to study communities worldwide.

They found, according to bluezones.com, communities in which people live measurably better lives and reach age 100 at rates 10 times greater than they do in the United States. And the

researchers determined that these Blue Zone residents shared nine specific lifestyle characteristics.

State officials want to inoculate 10 cities in Iowa with these healthy characteristics. To do so, they have launched Iowa's Healthy State Initiative in collabora-

tion with WellMark Blue Cross and Blue Shield and Healthways, a Franklin, Tenn.-based company that says it is dedicated to making the world a healthier place.

The 10 cities chosen by

state officials will have to commit to adopting measures such as:

- Providing sidewalks and bike paths and encouraging their use.
- Offering workshops to help residents find a clear purpose for their lives.
- Encouraging community members to garden and local restaurants to create healthier menus.

According to recent studies, for the first time in living history, the life expectancy of U.S. children is projected to drop. As a nation, we're getting fatter every year. Diabetes is on the rise.

Things are no better in Muscatine, where 66 percent of the population is overweight/obese and 16

percent of the children under age 2 are obese.

If Muscatine residents — all of us — band together and commit to making these healthy changes, we can be chosen as one of the 10 Blue Zone communities. That would give Muscatine leaders significant financial support from the state program to help us live longer, healthier lives.

That's a goal that we support. Everyone else should as well.

# Blue Zone quest is about to get ugly

MHS students offer people a chance to have a healthy dose of fun

**Cynthia Beaudette**

563-262-0527

cynthia.beaudette@muscatine.k12.ia.us

MUSCATINE, Iowa — Some Muscatine High School seniors are hoping the community will warm up to their idea to help make Muscatine a healthier city.

Tony Vo, Kyle Juszczyk, Sarah Turner and Megan Sweere are asking the community to dive into their dresser and comb their closets for cardigans and other sweaters to help them with their Blue Zone project.



BLUE ZONES

There's just one catch: they have to be ugly.

The four are staging an Ugly Sweater 5 K run/walk at Pearl City Station on Muscatine's riverfront to raise awareness of the Blue Zone project and raise money to improve Muscatine's recreational trail system.

Creating Blue Zones in Iowa is part of Gov. Terry Branstad's Healthiest State Initiative to make Iowa one of the healthiest states in the nation over the next five years.

## DETAILS

**What:** The Ugly Sweater 5K Run Walk

**When:** 8:30 a.m. Saturday, Dec. 17

**Where:** The Muscatine Pearl City Station on the Muscatine riverfront.

**The public is invited.**

**Entry fee:** \$15 person or \$40 for a family of up to five people. Children 5 and younger are free.

**Reason for event:** All proceeds go to the city of Muscatine's Park and Recreation Department to improve the city's recreational trail system.

**To enter:** Entry forms are available at the

Muscatine High School attendance office or they can be printed off at the Muscatine Running Club Website at <http://www.machlink.com/~muscabinerunningclub/> and click on Calendar. The calendar will have a hyperlink to the Ugly/Sweater Run Walk entry form.

Forms and entry fees can be returned to the Muscatine High School attendance office at 2705 Cedar St.

**For more information** contact Megan Sweere at 563-506-4607.

tributes to the city's walkability, one of nine important traits of a Blue Zone community.

Participants of all ages are asked to don their ugliest or most obnoxious sweater and join the walk/run, said Sweere.

Entry fees are \$15 per person and \$40 for a family of five or fewer. Children 5 and younger are free.

All proceeds go to Muscatine's Park and Recreation Department, said Sweere.

Christmas cookies and cocoa will be served at Pearl City Station following the event, said Sweere, where Santa Claus will meet with the children.

National Geographic researcher Dan Buettner came up with the term Blue Zone for places where a larger proportion of people live into their 90's or even 100's.

A Muscatine steering committee is working toward earning the Blue Zone distinction and plans to submit an application to become one of Iowa's 10 Blue Zones.

The winning communities will share in a \$25 million grant by Wellmark Blue Cross/Blue Shield and Healthways to enhance physical, emotional and spiritual health of community residents.

The trail system is a facet that con-

## Send support to the Blue Zone

MUSCATINE, Iowa — Pledging Muscatine as a potential Blue Zone community can be done as easily as sending a text message.

According to a prepared release from the Greater Muscatine Chamber of Commerce and Industry, here's how residents can pledge Muscatine as a Blue Zone community:

- Text "BZP" to 777937.
- You will receive a mes-



BLUE ZONES

### LEARN MORE

Visit [www.bluezonesproject.com](http://www.bluezonesproject.com)

sage asking for your email address. Respond and hit send.

■ You will receive a second message asking for your first and last name. Respond and hit send.

■ You will receive a third message asking for your ZIP code. Respond and hit send.

■ You will receive a final message confirming your response.

At that point, according to the release, "we are now one step closer to becoming a Blue Zone community."

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**SATURDAY**  
**DEC. 10,**  
**2011**

Vol. 171 Issue No. 267

# Advocate: Blue Zone helps business

## Muscatine in running to get health designation, grant money

**ENTER THE BLUE ZONE**  Blue Zones Project

Blue Zone selection criteria includes the number of residents who show support for their community. To learn more or to register visit [www.healthyat50zone.com](http://www.healthyat50zone.com).

**Mike Ferguson**  
563.260.0525  
[mike.ferguson@muscijournal.com](mailto:mike.ferguson@muscijournal.com)

**MUSCATINE, Iowa** — Happy, well-connected, healthy employees show up for work more often, perform better on the job and need less health care.

The bottom line for Muscatine's Blue Zone bid could be that it's good for Muscatine employers' bottom lines.

Helen Fitch, Hy-Vee's assistant

**The Muscatine Journal: Values, values and community service since 1840.**

**OUTSIDE**

**Eddy**  Vice president for health and wellness, came to Muscatine Friday to speak to business leaders about the potential benefits of Gov. Terry Branstad's Healthiest State Initiative, which seeks to boost Iowa to the top of national rankings within five years.

Eddy is an executive on loan for a year from Hy-Vee to direct Branstad's initiative.

A component of the governor's initiative is the Blue Zone, where up to 10 communities — Muscatine is one of still in the running — seek a portion of a \$25 million Wellmark Blue Cross/Blue Shield grant to find ways to boost residents' physical, emotional and spiritual health.

Eddy said her goal is not just to healthy communities — the Blue Zone winners — but a healthier Iowa. As recently as 2009, Iowa ranked seventh on the well-being index, slipped 12 spots in 2010, then climbed back to No. 9 this year.

The bad news is that two-thirds of

**MORE ON ZONE, PAGE 2A**

# Group wants Muscatine to feel Blue

## ■ Members hope public will help them get a piece of a \$25 million health initiative

MUSCATINE, Iowa — The steering group for Muscatine's Healthiest State Initiative has submitted its Blue Zones statement of interest, an indication that Muscatine wants to be one of the 10 Iowa communities to share in a \$25 million initiative.

According to Mary Odell, Trinity Muscatine's director of public health, an impor-

tant selection criterion for the Blue Zones project is public support.

Residents can pledge their support to participate by signing up at [www.bluezonesproject.com](http://www.bluezonesproject.com) or by texting "BZP" to 772937.

Communities will be notified on Wednesday, Nov. 23, if they have been chosen to complete a full Blue Zone application.

That application is due Wednesday, Jan. 4, 2012.

In an effort to position Muscatine as a top community in Iowa, the steering group attended the Healthiest State Initiative road show in Cedar Rapids on Oct. 12, where they learned more about the Blue Zones application process.

According to a news release, The Healthiest State Initiative is "a privately funded public initiative intended to inspire Iowans and improve their health and happiness."

The Blue Zones project is

based on findings from an eight-year, worldwide longevity study to identify common elements of the world's longest-lived cultures.

For more information, visit [www.bluezonesproject.com](http://www.bluezonesproject.com) or call Odell at 563-263-0122.

# Muscatine in running for Blue Zone designation

MUSCATINE, Iowa —

Muscatine is one of 58 communities still in the running for one of 10 Blue Zone designations in Iowa.

Blue Zones are areas in the world where people live longer, healthier lives. The Blue Zone project is part of Gov. Terry Branstad's Healthiest State Initiative.

When they're selected next year, Iowa's Blue Zone communities will share in a \$25 million grant by Wellmark Blue Cross and Blue Shield and Healthways, a medical solutions firm.

According to a press release, the 58 communities selected to continue the evaluation process, which also include Burlington, Clinton, Davenport, Fairfield

and Iowa City, must fill out a full application by Wednesday, Jan. 4, 2012.

"Narrowing the field was extremely difficult," said Laura Jackson, Wellmark executive vice president. "We are inspired by the commitment shown statewide and encourage those communities not selected this round to continue to make environmental changes that will improve the well-being of their families, friends and neighbors."

Between 8-10 communities will be selected to host a site visit in late February or early March. The process will culminate with the selection of the first round of demonstration sites in May 2012.



**FROM THE FRONT**

## ZONE

*Continued from page 1A*

Iowans are overweight or obese. The potential good news is that if Iowans don't pack on any more pounds, the state will save an estimated \$1.6 billion in health-care costs over the next seven years.

The comprehensive lifestyle change that would boost Iowa into a top-five position would free up as much as \$16 billion over the next five years, money that Branstad and others want to spend on such needs as economic development.

Not surprisingly, communities with a high well-being index suffer less violent crime and see more of their high school students graduate.

But even cities with relatively low income — but with strong basic access to health care — have lower crime rates than cities with weak basic access.

Among other research results Fddy shared Friday:

- A 10-point boost in a community's well-being score means a \$409 per person reduction in health-care costs and an 11 percent reduction in employees' unscheduled absences from work.
- The model for Blue Zone communities, Albert Lea, Minn., saw a 40 percent reduction in health-care costs for its city workers.

In a question-and-answer session following her presentation, Fddy said the Iowa communities selected as Blue Zones — three or four are expected to be named in spring 2012 — will not receive millions of dollars to construct new walking trails. Instead, they'll be assigned experts to "analyze your gaps," such as boosting the number of children who walk to school and improving the city's transportation plan.

Another team will be brought in to suggest policy and procedure changes to government, school and other officials — including business leaders.

"Restaurant experts will analyze menus for appealing, healthy and profitable choices," she said. "The best way to kill an entree is to call it 'healthy.'"

Instead, she said, a restaurateur can call that menu item "crispy" or "fresh."

Gary Carlson, HNI Corp.'s vice president for member and community relations and a member of Muscatine's Blue Zone steering committee, said that about 85 percent of HNI's 3,200 employees accept the company's health-care benefits. HNI is self-insured, he said.

"A lot of us [in the business community] think this is a critical initiative," he said. "If there are things we can do to become a healthier community, we all benefit."

# Start Somewhere walk: It was 'a blast'



BETH VAN ZAHN/MUSCATINE JOURNAL

A crowd of about 50 city workers and others participated in Friday's Start Somewhere walk in downtown Muscatine. The 1-kilometer walk, which went on at noon all over Iowa, was part of Gov. Terry Branstad's Healthiest State Initiative.

## City workers take part in Healthiest State initiative event

### Mike Ferguson

563-262-0625

mike.ferguson@muscatinejournal.com

MUSCATINE, Iowa — Friday's Start Somewhere walk, all one kilometer of it, was "a blast," according to one Muscatine city worker.

"It was a lot of fun," said Fran Donelson, Muscatine's administrative secretary.

Donelson single-handedly boosted the number of Muscatine walkers with an on-air plea during Thursday's city council meeting. "We walked, and then some of our female participants went over to Guadalajara (restaurant) to have lunch."

For Donelson, the best part of Friday's event — besides lunch with her friends, of course — was that

### LEARN MORE

For more information, visit the website for the Healthiest State initiative at [iowahealthieststate.com](http://iowahealthieststate.com).



healthiest  
state  
iowa

more people joined the City Hall walk than participated in a similar walk sponsored by the city's Public Works Department.

The final count was 54-45, Donelson said. Before her televised appearance Thursday, more people had signed up for the public works walk — 38-22.

"They threw down the gauntlet," Donelson joked. "They told, not asked, their employees to walk, and they offered them cupcakes."

The Start Somewhere walk, part of Gov. Terry Branstad's Healthiest

State initiative, attempted to break a world record held by America's neighbor to the north. A quarter-million Canadians once participated in a coordinated walk.

At the time of Friday's walk, nearly 209,000 Iowans had signed up to participate.

Branstad wants Iowa to become America's healthiest state. It's now ranked 19th.

Iowa's obesity rate has nearly doubled since 1990, from 14 percent of the population to 27.9 percent.

According to the U.S. Department of Health and Human Services, about 75 percent of the nation's health-care costs stem from preventable chronic conditions.

Half of premature deaths in the U.S. are related to what HHS calls "modifiable lifestyle factors."

including smoke cessation, better diet and more exercise.

Donelson and other city employees often take their exercise wherever and whenever they can find it. She said that planner Andrew Fangman and Jim Rudisill, the city's planning and community development coordinator, often join her to walk circles around the balcony overlooking council chambers. Those sessions are held early in the morning and late in the afternoon.

Excluding the Fire Department, which hadn't reported its participation rate by mid-afternoon, 112 city employees took part in Friday's walk.

They did so with an incentive, Donelson said: Each participant was granted a half-hour longer lunch and five safety bucks.