

PROGRESS 2007

Hy-Vee Food Store: your quick, economical answer to 'What's for dinner?'

After a long day of work and the hunger pangs hit, you wonder "What's for dinner?"

Well, the answer is as close as the Oskaloosa Hy-Vee Food Store. Hy-Vee prides itself on having nutritious food that is convenient to fix and at a great value.

The Oskaloosa Hy-Vee store features a full-service deli, Chinese Express, a bakery with fresh cakes and pastries, a fully-stocked meat department with items ranging from Amana beef to always tender Hormel pork to fresh or frozen seafood.

If you want the right food for a special occasion, Hy-Vee has many things to choose from.

Want an Irish dish for St. Patrick's Day? You can find corned beef, Irish cheeses and shamrock cookies just inside the entrance. Have a hankering for fresh strawberries now that spring has sprung? Hy-Vee has strawberries and shortcake to go with it. If you like ethnic food that you can fix yourself, Hy-Vee has an aisle dedicated to oriental, Mexican and Italian foods.

If fresh and healthy food is your thing, Hy-Vee offers food ranging from pre-cooked sushi to varieties of "Naked" fruit and vegetable drinks. Hy-Vee has many organic foods ranging from a section dealing with organic milk products to organically grown vegetables. The store also carries many whole grain products ranging from whole grain bakery bread to whole wheat pasta and cereals such as Kashi.

However, if you want to indulge your sweet tooth, you can do that too at Hy-

Vee. You can pick up ice cream, freshly baked cookies or a cake from the bakery.

Need a bottle of wine for a special occasion or some drinks for when "the guys" come over to watch the big game? Hy-Vee carries a wide array of wines, beer and liquor.

Hy-Vee offers more than just food.

The Oskaloosa Hy-Vee store also features a pharmacy that is now expanding with over 900 new vitamins and other health-care items.

If you want flowers to spruce up your home or office, or need something to brighten the day of someone special, the designers at the Hy-Vee Floral Department can find the perfect arrangement.

Also, the Hy-Vee store has Bank of the West that is open seven days a week for customers' convenience.

Hy-Vee Store Director Dan Fuller stresses that Hy-Vee has many daily money-saving deals for customers and many sale items are featured on special end-caps and in every aisle.

As a corporation, Hy-Vee focuses on healthy lifestyles. To that end, Fuller recently partnered with the Oskaloosa YMCA and The Oskaloosa Herald to sponsor the Oskaloosa's Biggest Loser fitness challenge. Six local residents were selected to compete to see who would lose the most weight over a five-month period. To that end, Hy-Vee has weekly healthy food coupons in the newspaper as well as a health tip column.

The Hy-Vee Food Store in Oskaloosa first opened its doors on April 10, 1940, and has served the commu-

nity ever since.

The first location was at 309-311 High Ave. West and operated as the "Oskaloosa Supply Store" on a self-serve basis. It was the largest store to date — 40 feet by 70 feet.

The store relocated on July 24, 1953, to 1302 High Ave. West. The store was about 9,000 square feet, featured meat, produce and cheese displays, had a 45-car parking lot and a bowling alley in the basement.

On April 22, 1964, the store moved again to 1407 A Ave. West. The new store was 13,600 square feet and had a 100-car parking lot. It was only the second Hy-Vee store to have an electric rotisserie and holding oven for barbecuing chickens.

The store was remodeled on April 18, 1978, and a bakery and delicatessen were added.

The Hy-Vee store relocated again on Feb. 1, 1994, into the former Sernett's department store in Penn Central Mall at 110 South D St. It has 39,046 square feet of space, includes a branch bank and features a seafood/meat department and a floral shop. The Oskaloosa Family Pharmacy was acquired and merged with the store on March 1, 2004.

Hy-Vee has thrived in the Midwest for more than 70 years by following some fundamental principles.

Our People

We have had the good fortune to have attracted the best possible people for more than 70 years. We've had people providing great leadership and great stability to the company. Hy-Vee has an outstanding customer relations, all because

we have had the most dedicated employees imaginable.

Honesty and Integrity

Hy-Vee was founded by two men with the utmost honesty and integrity. They taught us these values from the very beginning and those fundamentals still exist today.

You do not steal; you do not cheat; you do not cut corners; you do not find ways to damage your integrity.

Hy-Vee shines with these two fundamental examples. We're very proud that we have an outstanding record with our customers and with our suppliers.

Friendliness

Hy-Vee has staked its reputation on "A helpful smile in every aisle."

Our people are constantly greeting and speaking to everyone who comes in our doors. We know that it's the customer who makes our jobs possible.

Caring

Caring is not just a word at Hy-Vee. We have people in every position who really want to make Hy-Vee successful, people who really care about the customer and care about finding ways to make the customer's trip more pleasurable, fun and exciting.

Sincerity

Our customers have to

know what we say is what we do. They have to be able to rely on us in our advertising, in our signs and on our labels. For more than 70 years we have demonstrated the utmost in sincerity.

Respect

Respect can mean many things to many people, but it simply says that we have to respect all customers for their differences and for their wants and desires. Additionally, Hy-Vee associates respect each other.

Dedication

For more than 70 years we have been dedicated to providing our customers with the best service, the best care, the best products and the best values.

Only through daily dedication to taking care of our customers have we been able to continue to build an enviable reputation. We have had one goal in mind and we have dedicated ourselves to accomplishing this — customer care.

Sharing

We have always been a company that believed in sharing. The original 14 partners shared in the ownership by incorporating and allowing many people to own the company.

Fairness

There has been no substitute in Hy-Vee over the years for fundamental fair-

ness. Fairness in the way we handle our customers, suppliers and most importantly, employees. Every correct decision has to be based on the fact that it is fair to everyone involved.

Manners

Proper manners have to be practiced at all times for a company to remain strong, whether it be good manners in the workplace, on the road, on the telephone or face-to-face with a customer or a fellow employee. Politeness and good manners have always been a part of our reputation.

Dignity

Hy-Vee has always shown the utmost dignity to customers and employees. Showing a customer the proper dignity is a part of being a good employer. Hy-Vee has prided itself, for 65 years, on being both.

Ownership

Hy-Vee is 100 percent employee owned. Store directors, staff members and officers own stock. Also, all employees who are participants in the Hy-Vee Profit-Sharing Plan indirectly own stock. The Profit-Sharing Plan owns a large percentage of stock. Thus, all Hy-Vee growth accrues to the employee/owners. That's why we work hard to help the company improve and grow.

If you have a recipe you'd like to share, send it to The Herald for the Wednesday Food Page



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Announcing the GEORGE DAILY AUDITORIUM 2007-2008 SEASON*

Ring of Fire

The music of the "Man in black" ignites the stage in this new Broadway musical featuring thirty-eight signature songs from the legendary Johnny Cash. Stories of passion, redemption, humor, and salvation set the stage ablaze in this musical celebration of the world's most famous rebel.

A Kid's Life

A heartwarming musical adventure packed with upbeat tunes, dazzling dance, and wholesome family entertainment! 5-year-old Zack and his dog Starsky meet a pile of fun characters, including a talking clock, an owl, and an orange tree...and each new friend teaches them something new & valuable.

Irving Berlin's I Love a Piano

A nostalgic musical journey spanning seven decades of American history as seen through the eyes of Irving Berlin. With 64 of Berlin's beloved songs, this spectacular new show captures the spirit of America from Ragtime rhythms through the swinging sophistication of the 1920s and 30s. This all-singing, all-dancing music spectacular is a toe-tapping good show.

Chapter 6

This George Daily Auditorium favorite returns once again for a post-Christmas Parade, a cappella performance. People are still raving about their 2006 show. With extraordinary musicianship, contagious energy & hilarious antics, you won't want to miss it. Ask anyone who saw *Snow White*, it will surely be oodles of fun!

*Subject to change

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