

PROGRESS 2006

Medicap Pharmacy: a place where they know your name

If you want to get your medication quickly and from someone who knows your name, then stop by Medicap Pharmacy.

The pharmacy, located at 504 A Ave. West, in Oskaloosa, is managed by Michelle Heidebrink. Her staff includes Assistant Manager Tom Heidebrink, technicians Lesa Van Der Linden and Erica Henkle, and bookkeeper Billie Van Dyke.



The manager has a bright outlook for 2006 — business is between 25 and 30 percent greater than the past year.

Dick Van Dyke RPh. opened the Oskaloosa Medicap Pharmacy in 1986. His daughter, Michelle Heidebrink, joined forces with him in 1999 until his passing in December 2004. The business has always been family-oriented.

The Medicap Pharmacy image is built upon our founding principle that each patient deserves personal, professional care and low-cost prescriptions. Our convenient store locations, state-of-the-art store design, instant accessibility to the pharmacist and innovative drive-through prescription window have helped the Medicap Pharmacy brand redefine the meaning of convenience and the delivery of professional pharmacy services.

The Medicap Pharmacy system began with the opening of the first retail store in Des Moines, Iowa, in 1971. Then called the Medicine Chest, this store served as the prototype for other Medicap Pharmacy locations to come, by combining several ideas into a concept that is still basic to the Medicap Pharmacy approach to pharmaceutical care — patient care, convenience and savings. As a result, the Medicap Pharmacy philosophy of providing low-cost prescriptions with the personal care of a registered pharmacist soon took shape.

Medicap Pharmacies Incorporated (www.medicap.com) which franchises independent community pharmacies in the U.S. under the trade name "Medicap Pharmacy," is distinguished for its commitment to providing expert, personalized health care. There are currently 180 Medicap Pharmacy franchise locations open in the United States.

"We care about each and every customer and know our patients by name. Our customers do not have to wait 30 to 60 minutes to get their medicine — which is a bonus when people are sick or in a hurry," Michelle Heidebrink said.

The 1,250-square-foot pharmacy features free mail out and delivery of medication as well as a drive through window. It also has a patient consultation room. Give Medicap Pharmacy a call at (641) 673-8486. Business hours are Monday through Friday, 8:30 a.m. to 5:30 p.m.; and Saturday from 8:30 a.m. to 1:30 p.m.

During the past year, Medicap Pharmacy added Accumed automatic counting devices that match a patient's drug and its quantity exactly allowing the pharmacy staff more time to spend on the needs of their patients, Michelle Heidebrink said.

Gatton solves problems while keeping in step with changing market

Gatton Realty, Inc., has been in business for over 65 years, a rare occurrence in the real estate world. But during that span of time, Gatton has continued to advance and progress right along with the changing market. In addition to real estate sales, they assist in finding rental properties, help the first-time farmer or experienced landowner purchase a farm. Our track record with successfully working with relocation companies is outstanding.

New this year, in an effort to bridge a gap recognized by Gatton staff, they are offering auction services. "Selling the property becomes easier when working with a company family members recognize. We can auction the contents and put the house or residence on the market or auction it as well. We may be dealing with children or grandchildren of former clients, or with relatives and friends of the former owners. Either way, we feel it's important to help in this situation and we've helped solve a problem which relieves the family of burdens in a difficult situation," said Broker Associate/Owner Sheila Denburger.

Gatton is also addressing the technology side of real estate by making sure appropriate tools are in place for the housing search. "People are getting busier and busier," said Denburger. "That alone is changing the



way we must address real estate needs. It used to be the first step when looking for a home was to call an agent. Now web sites are searched before an agent is even called. The advantage to that approach is the Internet can be searched 24/7. We make sure those searches happen."

Denburger, who is current President of the Oskaloosa Board of Realtors, said the real estate market is becoming more global and an all out effort has been made to make the Multiple Listing Service (MLS) user friendly to every customer and office in town. "We have all worked together to make that happen," she said. "It is beneficial to all involved, including our clients."

Gatton's unique services also include problem solving for the land investor. Broker/Owner Jim Lorber said, "We started out as a farm brokerage firm and specialized in farm sales for many of our 65-plus years, and we continue to do that.

There are many situations where we have helped with matching farms to new owners."

The sales and broker associates at Gatton stay active in the community through other work efforts or as participants in many community endeavors: Relay for Life, Town & Country Banquet, 4H-FFH Barbecue, OACDG Diplomats, Trees Forever, Ducks Unlimited, the Oskaloosa Public Library auctions, and the Chair Affair, to name a few.

Gatton Realty, Inc., is located at 1207 A Ave. East in Oskaloosa. Call Gatton at 673-9465 and ask for Jim Lorber, Sheila Denburger, Dave Polkowske, Darlene Richards, Scott Medlin, Gladys Voss, Val Van Waardhuizen, Cheryl Appleget, Kara Edel or Linda M. Carlson. Email contact information is available on the web site, www.gattonrealty.com.

Mahaska Data Technologies: one of newest businesses in town

Mahaska Data Technologies, located at 1212 S. Second St. in Oskaloosa, is one of the newer businesses operating in the city.

Mahaska Data Technologies is a one-person operation with Angela Binns handling the duties of writing software for various clients.

While some businesses offer computers and the hardware to run them, Mahaska Data Technologies will write the software to operate the computer such as custom reporting, business systems analysis and application development and maintenance, among

others. Binns started MDT on a part-time basis in 2003 in an office in downtown Oskaloosa and began going at it full-time about a year later. She currently works out of her home.

Business has improved greatly in the past year, increasing three times in the last year and Binns expects an increase this year because of the elections. She has a program called Campaign Finance Manager which allows a candidate to keep track of those individuals who contribute to their campaign. Since they have to report their finances to the State of Iowa, it elimi-

nates double entries as it creates a file which can be uploaded directly to the online reporting system for the state. It also manages mailings to potential contributors. She also has a new software product that is planned to be on the market by the end of this year.

There are several technology companies in the area that deal with hardware and operating systems, and a couple of companies that sell computers, while others sell the hardware that hook all the equipment together. Binns' business tailors software to what the individual does and will help his or her business grow.

Making a difference in Mahaska County for 21 Years



OSKALOOSA VISION. (Front Row, L-R): Michelle Engel, Melissa Stuit, Nancy Stuit, Kellie Vroegh. (Back Row, L-R): Dr. Coen, Sue Andeway, Linda Oetjen, Dr. Maasdam.

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E-mail: oskyvision@mahaska.org

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Hawkeye Real Estate
Lyle Siefering, Broker
121 High Ave. East • 673-8424
www.hawkeye-re.com