

PROGRESS 2008



ARROWQUICK

ArrowQuick for business and consumer technology services

ArrowQuick Solutions is currently entering its seventh year of business at its home office centers in Oskaloosa and Centerville. ArrowQuick offers businesses and individual consumers technology consulting services in the areas of printing, designing, copying, web development, programming and information technology.

ArrowQuick's major change for 2008 is a rebranding. ArrowQuick employees created a new logo to go along with the message that "Help is on the Way." Over the past seven years, ArrowQuick has worked hard to build the reputation of being technology experts in web development and information technology. Now, ArrowQuick is concentrating on establishing a brand to tie together our business strategy and marketing message — ArrowQuick wants to help businesses reach their potential with technology consulting services.

ArrowQuick's print shop have also discarded the name "ArrowGraphix" and are now unified with the name ArrowQuick. The print shop's marketing message coincides with the technology department in aiding businesses and individual consumers reach their potential through printing and multimedia. ArrowQuick continues to offer the same copying, multimedia, and print shop services along with new services with large format printing and copying and photography retouching and printing.

The Web development team is lead by Eric Heikes, with Rob Hammann and Melinda Stonebraker, who work with clients on their Internet website presence. ArrowQuick is growing its web development and hosting solutions and is currently looking for team members with skills in customer service and programming. Web development project include a diverse set of projects from simple template based website to large e-commerce sites.

Information Technology services employees four people who work at ArrowQuick Solutions. Over the past year, the IT business consulting market has expanded to include Centerville, Ottumwa, Pella, Knoxville and Tipton clients. These technology experts provide server and desktop computer support, systems integration, data management and security. ArrowQuick also offers home office technology solutions with sales and service of new computer systems, components, routers, hard drive and memory upgrades.

Many exciting changes will be coming in 2008 for the print shop and technology experts at ArrowQuick Solutions — the new logo and marketing are just the beginning. Owners Robert Hammann and Perry Lund continue to provide technology based services in our local community and beyond.

Curves offers women a fast and easy way to work out

"Curves is a place where women can come as they are and feel comfortable, feel like they don't have to lose 10 pounds first just to walk through the doors, a place to build relationships while getting into shape," said owner Karla Ingelin.

Ingelin, who lives in Cedar with her husband, Erik, and daughter, Leah, opened Oskaloosa's Curves studio in June of 2005. She started her career with Curves in 2004 while living in Memphis, Tenn., while her husband was there in a training program.

"So I went into a Curves, applied there," she said. "They hired me on the spot."

Due to a manager's illness, Ingelin's initiative on the job landed her a promotion to co-manager. As the time came near for the Ingelins to move to Iowa, Karla and her husband realized Oskaloosa did not have a Curves, and the rest is, as they say, history.

Now the manager and owner of her own Curves, Ingelin said her biggest competitor isn't other gyms but women's mindset towards exercise in general.

"My biggest competition is the woman herself. To get her to go exercise. As long as you are staying fit and you're staying active, I'm happy," she said. "But if you're going to go home and sit on the couch, then I'm not happy."

The walls inside the large room in Penn Central Mall are painted honeydew and lavender. Carefully arranged in a large circle are 10 distinct pieces of exercise equipment and each with a recovery pad.

"We can accommodate 20 women at one time," Ingelin said. "And we have had only once where somebody came in and the circuit was full and they couldn't get in to work out at that moment. But their wait was only about two and one half minutes."

Ingelin said the recovery pads are a place where the women "recover." Ideally, the pads are a place where the women do some form of exercise to maintain a steady heart rate.

"Some women, because of their cardiovascular endurance, can't do that much. They put their hands on their hips and they sway from side to side," Ingelin said. "It all depends. That's where we individualize the workout to meet each person's



needs." The goal is to reach an optimum or ideal heart rate based on each woman's particular set of circumstances and keep that rate throughout the 30 minutes it takes to complete their workout. Perhaps unique for Curves is each individual is responsible for monitoring their heart rate.

"We have the ladies monitor their heart rate while they're exercising to make sure their working out at an optimum level," she said. "Whether their working out too hard or not hard enough to get the best benefit out of what they're doing."

Ingelin said most of the exercise equipment provides double-positive hydraulic resistance, and includes lateral lift, glute, abdominal/back, lateral pull down/shoulder press, hip

abductor/abductor, leg extension/leg curl, bicep/tricep, chest/back and leg press. Hydraulic resistance means there are no weights, stacks or pins to adjust or mess with.

"It's called hydraulic resistance," she said. "You are pushing fluid through the machine. The harder and the faster you push, the more resistance kicks back against you, the better your workout is going to be."

For optimum results, Ingelin recommends three, 30-minute workouts per week.

She said a one-time membership fee applies plus \$34 each month. She said she has between 200 and 250 members, who range in age from 84 to 11.

Curves have three shifts of hours and each tends to draw a different set of

women. The first shift tends to draw women who want to get a workout in before work. The middle of the day tends to draw women on their lunch break or the older crowd and the last shift draws those who are getting off work and couldn't make one of the other two shifts.

"The majority of the women are working women, and so we try to meet the needs of their schedules," Ingelin said.

Curves is located in Penn Central Mall and is open from 6 to 9:30 a.m., 11 a.m. to 2 p.m. and 3:30 to 7 p.m. Monday through Thursday, 6 to 9:30 a.m., 11 a.m. to 2 p.m. and 3:30 to 6 p.m. on Friday and Saturday from 8 a.m. to 12 p.m.

According to Curves.com, there are more than 10,000 locations and 4 million members worldwide.

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