A free resource for the central Iowa business community

BUSINESS JOURNAL

Seasonal-business owners explain the feast or famine nature of their industries.

Get while the

SETTINE'

By Melissa Walker

Brian Bowley, an accountant at Poeman's Tax Prep and Accounting in Des Moines, works at his desk where he'll spend up to 80 hours a week during tax season.

FEATURE

Dustin Beener knows that when fair season hits, he'll hardly see his wife and son and will likely only get a few hours of sleep each night.

Beener will spend nearly every waking hour and then some at his family's concession stands at the Iowa State Fair, Nebraska State Fair and Tulsa State Fair from the end of July until October.

He's the fourth generation of his family to operate Hardenbrook Concessions, which was started by his greatgrandparents at the Iowa State Fair in 1913. The family has operated concessions for about 50 years at both of the other fairs.

A seasonal-business owner has challenges that other business owners do not, say those who work in the business.

"You're always learning," says Beener, whose uncle Elston Hardenbrook and mother Deborah Hardenbrook, who have since died, and his father Bob Beener ran the business before he took over.

Those who operate a seasonal business share the following tips:

1. Expect to work more hours than normal

During fair season, Beener opens his stands at 5:15 a.m. and goes to bed between 3 and 3:45 a.m.

"There's very little sleep at the Iowa State Fair," he says.

The family has two days to tear down their stands in Iowa and two days to set up in Nebraska before they're at it again. In Nebraska, Beener sleeps an hour or two more, and in Tulsa, he can get about four or five hours because the fair hours aren't as long.

"Once you get back and your body knows it's done, I usually get a bad cold because your body and mind just shut down," he says.

Joel Bryan, the co-owner and vice president of Seven Oaks in Boone, says he can count on one hand the number of times in the 22 years the business has been open that he's left before Seven Oaks closes to the general public. Most employees understand they'll be needed to work, especially during peak season from December through February. Christmas break is the busiest week all year. Even then, Seven Oaks is only open about 40 hours a week, so that's how many hours most employees will work.

Brian Bowley knows he'll work up to 80 hours a week from mid-January to April 15 as an accountant during tax season. He stays busy throughout the rest of the year conducting payroll and accounting operations for Poeman's Tax Prep and Accounting in Des Moines.

"It's just understood that home life is going to suck during that time," Bowley says, adding that if he wants to go on vacation or take time away, he has to do that outside of tax season.

Clayton Garrison, owner of Norwalk Seasonal Services, says it's difficult to quantify the number of hours he works, though he would estimate it to be more than 60 a week. During the off-season, he tries to reset and do some prep work for his business, work out and spend time with his family.

"I like to go to the Y and work out during my off season," he says, adding that he'd like to be able to do that year-round and is considering how he can make it possible.

Garrison starts his day between 5 and 7 a.m. when he does computer work. Then it's on to jobsites and to meet with potential customers for bids until between 5:30 and 6 p.m. He tries to have a few hours of family time before he's back at his computer from 9:30 to 11 p.m.

He reserves Sundays for family time with his wife and their two children and to go to church together. Garrison

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says it's taken some time to find a balance between work and family. His wife goes to work early, and he usually gets his kids to daycare or school. He tries to keep evening hours open for family time, too, and to wait until everyone goes to bed before he works again.

"You have to be intentional about your time, and you have to set your priorities and stick to those because people will call at 7 in the morning and 9 at night," Garrison says. "If you're going to answer your phone, that's going to affect your family."

2. Hire temporary workers

Human resource experts recommend business owners begin the search for seasonal employees months in advance.

Beener needs between 50 and 75 workers each fair season to operate six stands in Iowa, five in Nebraska and nine in Tulsa. A lot of the family members work at the stands, but they still need to hire extra workers.

"The biggest challenge is not having full-time employees that you keep all year long," he says. "Every year, I depend upon friends and family who have done it in the past and hopefully come back and help us out. It's such hard work with the long days and the heat and the grease. For some people, it's not in their blood. But for some people it is, and they come back every year, and they become family."

Ron Haynes, who works in



Clayton Garrison, owner of Norwalk Seasonal Services, works with seasonal employee Cade Moon on a landscaping project in Norwalk.

marketing and is president of the club at Cutty's RV Camping Resort, says finding employees is one of the most difficult parts of running a seasonal business.

During the season from April 1 to Oct. 31, the campground employs between 45 and 50 people. That drops to five full-time employees who work year-round. Cutty's relies on retired individuals and college students to work in the restaurant and store, to perform grounds and general





FEATURE

maintenance, and to clean units.

"They usually work something else in the off-season, or the young people go back to school," Haynes says.

Seven Oaks also hires a lot of high school and college students and has a 70 percent return rate with employees from one ski season to the next.

"Everybody knows that going into it," Bryan says of the work expectations during peak season. "Everybody gets excited for that."

Still, Bryan says it gets more difficult to hire temporary workers because there is a high turnover rate.

"Working at a ski area sounds awesome, and then when you get out there and it's negative 10 or 12 with a windchill, you start to question it," he says.

Seven Oaks uses word-of-mouth and social media to advertise its openings. The company brings in between 80 and 100 prospective employees for orientation sessions and hires almost every day of the week, Bryan says.

Garrison says seasonal employees are hard to find with the current job market and labor force. Most of his seasonal employees will get a part-time job or collect unemployment in the winter months.

"Obviously it gets tougher because everyone has bills year-round," he says.

3. Find ways to make money in the off season

Beener spends most of the year repairing and replacing equipment for state fair season. The business provides concessions at a few music festivals and another event in May, June and July in order to make money to pay for contracts and buying goods and other items for the stands.

"That makes us money to be able to put money in to the state fair stuff," he says.

Beener removes snow from November through April when he isn't working the concession season.

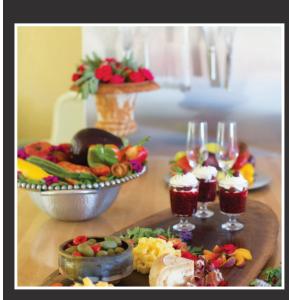
Outside of ski season, which is 70 percent of the company's business, Seven Oaks operates canoes and kayaks, does float trips, has paintball and a gladiator self-challenge, and hosts events, Bryan says. Seven Oaks operates its summer



Jaslyn Clark works as a ski instructor at Seven Oaks in Boone during peak season. Photo submitted

season with 30 staff members compared to about 100 during peak season.

Garrison balances out his landscaping business with operating a snow removal operation during the winter months. Sometimes this means more work; sometimes it's less when there isn't much snow.

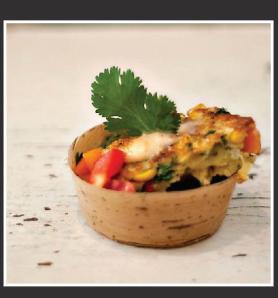


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4. Take vacation, time off in the off-season

Most employees at Cutty's can work as many or as few hours as they want, with many of the retirees working 20 to 30 hours a week. They work during the camping season and then travel or go south for the winter, Haynes says.

Beener says he knows he's unable to take off any time from the end of July through October.

"You kind of have to pick your vacations around your slower times," he says.

The Beener family does most of their family activities together during spring break or in June, when Beener and his wife, Chris, and son, Dakota, traveled to San Diego to visit family.

"It's definitely a sacrifice for my wife and son," he says. "My wife is a champ and takes care of everything at home."

The Garrisons travel when business is slow. Garrison and his wife went on vacation in March, and they try to do something as a family in summer before it's too busy.

"We've made a joke in the Hardenbrook family that nobody dies during the fair time," Beener says. "Everyone knows this is full time, and there's no time for anything else."

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MARKETING

Get Your Marketing Ready for Voice Search

"Hey, Google", "Siri, can you", "Alexa, did you" know voice search is on the rise. Two in five adults are already using voice to search at least once per day. By the end of 2020, Google estimates searching by voice will surpass traditional text search. This means that over half of all searches will have shifted from the keyboard to the microphone. This is becoming more and more important, because Google will then choose the best answer based on what they know about the user, their past search history, and the intent of the search.

How can you prepare your marketing for this new wave? The most practical way is to start thinking less about specific "keywords" you want to show up for. Instead, start thinking of what questions will people be asking and add content to your website that will answer these questions.

JEREMIAH TERHARK Founder/CEO

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HUMAN RESOURCES

When should I start applying for internships?

Scores of young people are preparing to return to school, some of them to colleges and universities that are miles from their parents. In a very real sense, college is and ought to be about more than simply preparing for the workforce; nevertheless, students and parents alike are justified in pursuing ways to squeeze the most long-term life value from the university experience. One way is internships. A mistake most students make is waiting until they arrive on campus (or even later) to begin their hunt for an internship. For fall semester internships, early to mid-summer is the best time to seek and apply for internships, while for spring semester internships students should begin their search no later than mid-October. The other pitfall students make is a failure of creativity. While some companies have internship programs, many employers will jump at the chance to share the work they are passionate about with a similarly passionate student. If you can't find an official internship position at a company you'd like to work with, email the HR department and inquire.



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ACCOUNTING

How much does a medical flexible spending account really save you?

Under the new tax law, it is difficult for many people to have enough medical costs to get a tax deduction on their income tax returns. Utilizing a medical flexible spending account gives employees the opportunity to get a tax deduction on medical costs that they wouldn't otherwise normally get to take.

For 2019, the IRS allows employees to designate up to \$2,700 of wages to be tax free to pay for qualified medical costs when employers have a qualified cafeteria plan set up. Cafeteria plans are a tax savings win/win for both the employer and the employee. Employers save roughly \$206.55 per employee in Social Security and Medicare taxes. Employees save roughly \$675 in Social Security, Medicare, federal and state income taxes. Eligible medical costs include copays, deductibles, prescriptions, doctors, dental, vision, lab services, medical devices, etc.



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CITYVIEW'S BUSINESS JOURNAL EXPERT ADVICE ON ISSUES THAT MATTER TO YOUR BUSINESS

FINANCIAL STRATEGIES

You are personally liable

Many business owners and executives fail to realize the personal liability that comes with association and administration of a 401(k) plan. In recent lawsuits, the named defendants include the company, the investment committee and the owner and HR director personally as well as any executives with decision making power over the plan operations. The most common litigation are claims that employees are paying unnecessary fees based on lack of investment option oversight.

There is a simple solution to mitigate fiduciary liability. Many employers are outsourcing the Fiduciary Services to firms who specialize in Qualified Plan Compliance and Fiduciary Governance. These firms will in most cases provide Financial Indemnity if a plan is found to be negligent in regards to operational or investment processes.

In reviewing your liability exposure, make sure to include your 401 (k) plan governance and committee best practices. For questions, reach out to an Accredited Investment Fiduciary (AIF) for help!

COMMERCIAL BANKING

Are you ready to grow your business?

If you've been successfully running your business for some time now, you may be exploring ways to expand. Here are three important signs your business is ready for growth:

1. A consistent increase in profits in the last three to five years, and steady, positive cash flow that can keep up with your short-term financing needs.

2. New market opportunities and increased customer demand. Are your customers asking for more products, expanded service hours or additional locations?

3. A strong team you can rely on. Take a look at your management team and determine if you have the right support to expand.

If you have demonstrated financial strength, see market opportunities and have a strong team at your side, it may be time to put your growth plans into action. After you've created a plan, explore financing options that will help make it a reality.

ADVERTISING

How are you different from your competition?

Often, this is an overlooked method of advertising, but an effective one. Every business should own and embrace their position in the market. Every business has their niche. Or has your niche changed? Why are your customers coming to you?

Let potential customers know why they should be buying from you. Are you more convenient? Have more locations? Open longer hours? Do you have the latest technology? Are you more friendly? Have a bigger selection? Do you have an award-winning business? Are you expanding? Do you have 24-hour service? Are you the cheapest? Do you have the best quality? Have you been in business the longest? Are you the most experienced?

You get the idea. Understand how you are different than your competition. Understand why your customers shop your business. Then use that knowledge to create an advertising program to build your customer base.



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BUSINESS PHOTOS



The Pleasant Hill Chamber celebrated a ribbon cutting for the expansion of Cintas at 1325 Metro East in Pleasant Hill on June 20.



The Altoona Chamber of Commerce celebrated the opening of Raising Cane's with a ribbon cutting on July 9.



Allison Larson and Laura Francois at the MercyOne Clive Rehabilitation Hospital One Year Anniversary Open House on June 11.



Matt Connolly, Kristen Hall and Terry Taylor at the Des Moines West Side Chamber's Summer Sipper at Goodson's in Beaverdale on June 24.



John Garvey, Jean Jones and Angela Reed at the Des Moines West Side Chamber's ribbon cutting for Panka on June 26.



Steve Crann and Shawn Comer at the Polk City Chamber & Economic Development Business After Hours at Fenders Brewing on June 12.



Mary Kennedy and Cindy Simpson at the Norwalk Chamber Premier Golf Outing at Legacy Golf Course on June 24.



Mike Slavin and AJ Kohles at the Waukee Chamber's Annual Golf Outing at Beaver Creek Golf Course on June 20.



Megan Nefzger and Jerry Cowling at the West Des Moines Chamber of Commerce Breakfast B4 Business at Renewal By Anderson on June 19.



Grimes Chamber and Economic Development celebrated a ribbon cutting for Grimes Pediatric Dentistry on June 14.



Ankeny Young Professionals Board at the Ankeny Young Professionals After Hours Mixer at Mistress Brewing Company on June 20.





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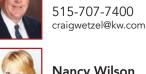
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Commercial real estate transactions in Polk County from June 13, 2019, through June 29, 2019

ADDRESS: 5713 MADISON AVE.,

DES MOINES SALE DATE: JUNE 14, 2019 SALE PRICE: \$159,240 SELLER: DAVIS, GLEN C. BUYER: CJT HOMES LLC SQUARE FEET: 1,699 ACRES: 0.241

ADDRESS: 1325 S.W. STATE ST., DES MOINES

SALE DATE: JUNE 17, 2019 SALE PRICE: \$120,000 SELLER: JC KUNKEL PROPERTIES LLC BUYER: KEITH PROPERTIES LLC SQUARE FEET: 4,340 ACRES: 0.767

ADDRESS: 7901 DOUGLAS AVE.,

URBANDALE SALE DATE: JUNE 17, 2019 SALE PRICE: \$410,000 SELLER: HARRELL, CARMEL K. BUYER: BMKAR, LLC SQUARE FEET: 7,200 ACRES: 0.889

ADDRESS: 1325 S.W. STATE ST., ANKENY SALE DATE: JUNE 17, 2019 SALE PRICE: \$425,050

SELLER: DRA PROPERTIES LC BUYER: LEBEDA MATTRESS INC SQUARE FEET: 0 ACRES: 1.027

ADDRESS: 3421 S.E. MIEHE DRIVE,

UNIT 37, GRIMES SALE DATE: JUNE 18, 2019 SALE PRICE: \$110,000 SELLER: TRIPLE T DEVELOPMENT LLC BUYER: WEGLARZ, NEIL SQUARE FEET: 10,800 ACRES: 0.062

ADDRESS: 5631 N.E. 17TH ST., DES MOINES

SALE DATE: JUNE 18, 2019 SALE PRICE: \$2,700,000 SELLER: ABP IA (DES MOINES) LLC BUYER: PROBUILD COMPANY LLC SQUARE FEET: 70,752 ACRES: 8.67

ADDRESS: 3326 UNIVERSITY AVE., DES MOINES

SALE DATE: JUNE 18, 2019 SALE PRICE: \$320,000 SELLER: 3326 UNIVERSITY LLC BUYER: B SQUAREPROPERTIES LLC SQUARE FEET: 2,400 ACRES: 0.31

ADDRESS: 5631 N.E. 17TH ST., DES MOINES

SALE DATE: JUNE 18, 2019 SALE PRICE: \$140,000 SELLER: JAW PROPERTIES LLC BUYER: NICHOLSON, JEFF SQUARE FEET: 590 ACRES: 0.786

ADDRESS: 608 N.E. FOURTH ST., GRIMES

SALE DATE: JUNE 19, 2019 SALE PRICE: \$381,500 SELLER: SPELLMAN RESIDENTIAL COOPERATIVE BUYER: STANBROUGH HOUSING COOPERATIVE SQUARE FEET: 6,240 ACRES: 0.51

ADDRESS: 4530 LOWER BEAVER ROAD, DES MOINES

SALE DATE: JUNE 19, 2019 SALE PRICE: \$7,700,000 SELLER: D & D REAL ESTATE HOLDINGS II LC BUYER: CLEAR SKY CAPITAL WOODLAND PARK LLC SQUARE FEET: 138,447 ACRES: 7.206

ADDRESS: 2010 N. ANKENY BLVD., ANKENY

SALE DATE: JUNE 19, 2019 SALE PRICE: \$2,950,000 SELLER: FIRST AMERICAN BANK BUYER: AVAILA BANK SQUARE FEET: 9,824 ACRES: 1.447

ADDRESS: 1514 ARLINGTON AVE., DES MOINES

SALE DATE: JUNE 20, 2019 SALE PRICE: \$48,000 SELLER: TWISTER LLC BUYER: NEXT LEVEL AM LLC SQUARE FEET: 2,332 ACRES: 0.143

ADDRESS: 1454 30TH ST., SUITE 101, WEST DES MOINES

SALE DATE: JUNE 21, 2019 SALE PRICE: \$95,000 SELLER: WEST WINDS CONDOMINIUM ASSOCIATION BUYER: MKK PROPERTIES LLC SQUARE FEET: 2,933 ACRES: 0.248

ADDRESS: 8980 HICKMAN ROAD, CLIVE

SALE DATE: JUNE 25, 2019 SALE PRICE: \$710,000 SELLER: SWIFT PROPERTIES LLC BUYER: ECHQ LLC SQUARE FEET: 14,022 ACRES: 1.262

ADDRESS: 1801 INGERSOLL AVE., DES MOINES

SALE DATE: JUNE 25, 2019 SALE PRICE: \$902,000 SELLER: MARCOVIS, JAMES BUYER: LOFT PROPERTIES LLC SQUARE FEET: 14,280 ACRES: 1.053

ADDRESS: 1300 SECOND AVE., DES MOINES

SALE DATE: JUNE 26, 2019 SALE PRICE: \$88,000 SELLER: ROCKSALT INVESTMENTS LLC BUYER: IMB GROUP LLC SQUARE FEET: 1,480 ACRES: 0.172

ADDRESS: 1454 30TH ST., SUITE 101, DES MOINES

SALE DATE: JUNE 26, 2019 SALE PRICE: \$785,000 SELLER: 1433 WALNUT STREET LLC BUYER: WADE INVESTMENTS LLC SQUARE FEET: 5,628 ACRES: 0.188

ADDRESS: 312 FIFTH ST., WEST DES MOINES

SALE DATE: JUNE 27, 2019 SALE PRICE: \$330,000 SELLER: JUNCTION HOLDINGS OF IOWA INC BUYER: WILLIET LLC SQUARE FEET: 3,956 ACRES: 0.166

ADDRESS: 3312 E. GRANGER AVE., DES MOINES

SALE DATE: JUNE 28, 2019 SALE PRICE: \$4,290,380 SELLER: PDM PRECAST INC BUYER: NMDP HOLDINGS LLC SQUARE FEET: 74,728 ACRES: 27.27

ADDRESS: 108 HUBBELL ROAD N.E., BONDURANT

SALE DATE: JUNE 28, 2019 SALE PRICE: \$425,000 SELLER: THE OLD WOODEN NICKEL PROPERTIES LLC BUYER: A3 AUTO LLC SQUARE FEET: 3,920 ACRES: 1.061

ADDRESS: 7300 HICKMAN ROAD, WINDSOR HEIGHTS

SALE DATE: JUNE 28, 2019 SALE PRICE: \$250,000 SELLER: COMMUNITY STATE BANK BUYER: FIREWORKS LEASING, LLC SQUARE FEET: 0 ACRES: 0.537

ADDRESS: 3510 COTTAGE GROVE AVE., DES MOINES

SALE DATE: JUNE 28, 2019 SALE PRICE: \$35,000 SELLER: SQUIERR, RYAN BUYER: SALAH, ABDIHAKIM SQUARE FEET: 0 ACRES: 0.162

ADDRESS: 800 EUCLID AVE., DES MOINES

SALE DATE: JUNE 29, 2019 SALE PRICE: \$80,000 SELLER: STEPHEN I SAVAGE LIVING TRUST BUYER: BLUE HEELER PROPERTIES LC SQUARE FEET: 2,080 ACRES: 0.14

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