BUSINESSLINKS

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Red Cross Declares First-ever Blood Crisis

The American Red Cross is facing a national blood crisis – its worst blood shortage in over a decade, posing a concerning risk to patient care. Amid this crisis, doctors have been forced to make difficult decisions about who receives blood transfusions and who will need to wait until more products become available. Blood and platelet donations are critically needed to help prevent further delays in vital medical treatments.

"While some types of medical care can wait, others can't," said Dr. Pampee Young, chief medical officer of the Red Cross. "We're doing everything we can to increase blood donations to ensure every patient can receive medical treatments without delay, but we cannot do it without more donors. We need the help of the American people."

The Red Cross asks the country to roll up a sleeve to help ensure people receive the care they need. Make an appointment to give blood or platelets as soon as possible by using the Red Cross Blood Donor App, calling 1-800-RED CROSS (1-800-733-2767) or visiting:

RedCrossBlood.org

Thank you!

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Lisa Young DDS Welcomes Dr. Streff!

We are pleased and excited to announce that Christina Streff, DDS is going to be joining Lisa A. Young, DDS in February.

Dr. Streff grew up in Columbus, Wisconsin, attended Marquette University and graduated *Summa Cum* Laude from the dental school in 2013. She has practiced in Rochester, Minnesota and in Madison before joining our practice. Dr. Streff and her husband have two boys and enjoy being active with them and spending time with extended family.

Dr. Streff is passionate about dentistry and building lasting relationships with her patients. She understands the importance of good communication and has a heart-felt approach to patient's comfort. She recognizes that each patient has unique values for their health and works to provide care tailored to your individual goals and priorities.

We are grateful for the trust and confidence our patients have granted us by allowing us to provide them and their family with exceptional dental care. Dr. Streff's commitment to excellence and personalized care gives me confidence that she will be a wonderful and valued addition to our team. Dr. Streff will be in the office seeing patients on Wednesdays and Thursdays, and Dr. Young will continue to see patients Monday through Thursday. We look forward to working with Dr. Streff for many years to come.

New patients are always welcome!





Christina Streff, DDS



8025 Excelsior Drive Madison, WI 53717

Don't go IT alone!

In today's flexible world of work, employees are accessing corporate data anywhere, anytime, and on any device adding to IT complexity. With 91% of successful data breaches starting with a spear phishing attack and 77% of IT staff reporting being 'highly stressed', it's important for business leaders to secure their environments and employees. Here are a couple recent updates from Envision on staying cybersecure:

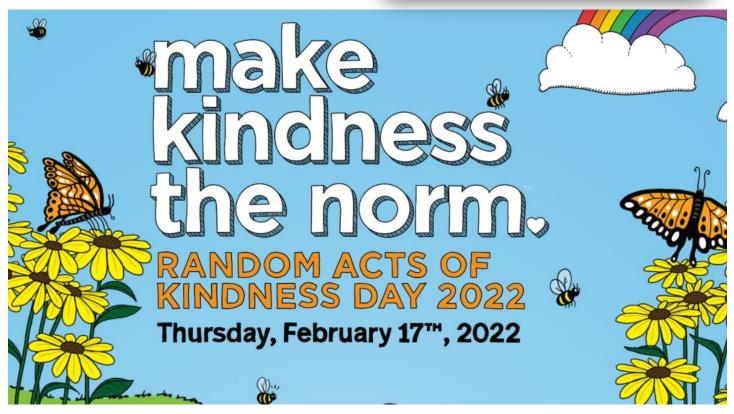
Envision's CTO, Bill Crahen, was tapped for his cybersecurity expertise for In Business Magazine's Featured Article last month: <u>Cyberthreats: A Grim Reality for All Businesses</u>.

Learn how Citrix and Envision are addressing today's threat landscape in this brief video: <u>Modernized Security</u> for Today's Cyber Threats.



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Iconica Starts the Next Chapter – Expands Ownership

Iconica recently announced that two employees have acquired ownership within the company. Mike Walters, Executive Vice President, and Matt Wellenkotter, Vice President, join President and CEO Jim Pientka in co-ownership. Jim Pientka will maintain his current role.

"This change will help ensure the longevity and prosperity of Iconica for the employees," said Jim Pientka. "Iconica is a book with a great story. This is the start of our next chapter. We are identifying the next generation to lead, train, and continue to <u>revolutionize the construction industry</u>. When the day comes for me to move on, I know the company is in good hands."

Mike and Matt bring almost 30 years of combined experience to Iconica. Both started as entry-level construction project managers and worked their way up through the years.

As Vice President, Matt Wellenkotter manages Iconica's field team, and he is responsible for the overall schedule and quality of all projects. "I truly believe in this company and what we do," said Matt. "I am honored to be able to carry the torch and continue to build on what Jim has created."

Mike Walters, Executive Vice President, leads project teams to ensure quality, schedule, cost, and customer satisfaction objectives are met. "I am looking forward to working together to carry on Iconica's legacy," said Mike Walters. "We complement each other well and bring a mix of experience and expertise to the table."



Mike Walters, Executive Vice President, and Matt Wellenkotter, Vice President



901 Deming Way Suite 102 Madison, WI 53717

Andler Dental Releases a New Dental Membership Plan



*** Any specialist services at other offices are NOT covered under this plan

* Additional Member(s) must be paid at the same time as Individual Plan sign up



708 Heartland Trail Suite 1400 Madison, WI 53717

Currently, medical and dental insurance is often tied to employment and since many have left the workforce to seek other opportunities outside of the nuclear 9-5 career, they often times forfeit dental coverage. As of May 2021, 74 million Americans have no dental insurance! That's just over 22% of the United States' population without dental coverage. Sadly, many do not see the importance of dental insurance until they are in pain, need emergency care, or just do not understand the body mouth correlation when it comes to overall health. Preventative dental care is imperative to avoid costly dental bills and even medical bills.

Andler Dental recognizes the changing times and the need for innovation. Therefore, we have restructured our in-office dental insurance to reach as many people needing preventative as well as comprehensive dental care in our community and beyond, making dental care affordable for everyone!

We are proud to offer a solution for those wanting dental care, but feel that it's not obtainable. For **\$85**, an individual will receive 2 FREE Exams, 50% OFF X-rays, and 20% OFF ALL other services for one year from the enrollment date. It gets even better, because an individual can sign-up additional members for only **\$35** per person, and they receive the same member perks. It's a win-win! This plan cannot however be used in conjunction with any other dental plans. It is good for one year, and you can choose to re-enroll or terminate your enrollment on the anniversary sign-up date.

At Andler Dental we feel that coverage for dental care is a right and not a privilege. Each person has a right to excellent dental care and the Andler Dental team is making it our mission to be able to provide this opportunity for everyone!

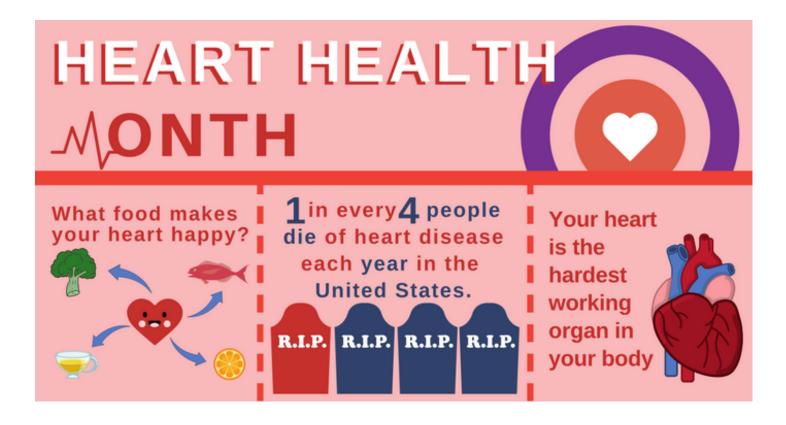
Make Heart Health Part of Your Self-Care Routine

Devoting a little time every day to care for yourself can go a long way toward protecting the health of your heart. Simple self-care, such as taking a moment to de-stress, giving yourself time to move more, preparing healthier meals, and not cheating on sleep can all benefit your heart.

And that's a good thing, because heart disease is largely preventable and focusing on improving your heart health has never been more important. Heart disease is a leading cause of death for women and men in the United States, and many Americans remain at risk of getting it, according to the National Heart, Lung, and Blood Institute (NHLBI). People with poor cardiovascular health are also at increased risk of severe illness from COVID-19.

"Studies show self-care routines, such as taking a daily walk and keeping doctor's appointments, help us keep our blood pressure in the healthy range and reduce our risk of heart disease and stroke," said David Goff, M.D., NHLBI's director of cardiovascular sciences.

It may be easier than you think to "put your heart" into your daily routine. Each Sunday, look at your week's schedule and carve out 30 minutes daily for heart-healthy practices. Take an online yoga class, prepare a heart-healthy recipe, schedule your bedtime to get at least seven hours of sleep, or make a medication checklist. Then seek out support from others, even if it's online or via a phone call, to help you stick to your goals.



Heart Health Month

W How to Protect Your Heart



Here are few self-care tips to try every day to make your heart a priority:

Self-Care Sunday

Find a moment of serenity every Sunday. Spend some quality time on yourself.

Mindful Monday

Be mindful about your health and regularly monitor your blood pressure or blood sugar if needed.

Tasty Tuesday

Choose how you want to approach eating healthier. Start small by pepping up your meals with a fresh herb or spice as a salt substitute. Get adventurous and prepare a simple, new, heart-healthy recipe.

Wellness Wednesday

Don't waffle on your wellness. Move more, eat a fruit or vegetable you've never tried, make a plan to quit smoking or vaping, or learn the signs of a heart attack or stroke.

Treat Yourself Thursday

Treats can be healthy. Try making a dessert with fresh fruit and yogurt. Then stretch your imagination beyond food. Host a family dance party, take a few minutes to sit still and meditate, go for a long walk, or watch a funny show. Laughter is healthy. Whatever you do, find a way to spend some quality time on yourself.

Follow Friday

Follow inspiring people and pages on social media. Remember to take care of your mental health too.

Learn more about heart health and heart-healthy activities in your community, and see what others are doing for their heart health, at <u>nhlbi.nih.gov/ourhearts</u>.

AAA Winter Driving Tips



SLIP AND SLIDE: TEST ROAD CONDITIONS FREQUENTLY

Periodically, check traction (available grip) when driving in challenging conditions. Road conditions can change drastically in a short period of time/distance in winter. Apply the brakes with moderate pressure to determine the available grip and modify your driving, if needed, to respond to ever-changing road conditions.

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YOU CRUISE, YOU LOSE

EXPECT

MORF

AAA Driver Training 8030 Excelsior Drive, Suite 40 Madison, WI 53717

SOMETHING



Avoid cruise control in wet, icy or snow conditions to maintain control of acceleration and deceleration at all times.

EXPLORE | FUN | ADVENTURE | FRIENDSHIPS



SWIMGYMCAMP.COM

Swim&Gym 2022 Camp Registration

Registration for Swim&Gym Camp and Summer Camp 2022 opened on January 1! We hope you'll join us this summer for weeks of camp fun! We have added field trips, STEM projects, and art for all age groups.

When booking for summer camp 2022, be aware that each week will be based on a particular theme. Star Wars; The Rise of the Summer, Everyday Super Heroes with a splash of Fun in the Sun, will create a fun-filled 2022 summer program.

For a complete list and description of our weekly themes, click here.

To learn more about our camp, please look at our <u>FAQ</u> page. When you are ready to begin signing up, click <u>here</u> to visit our registration page or call 608-831-6829 to speak with a friendly Swim&Gym Summer Camp representative.



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