



August is National Traffic Awareness Month, and it's time to remind ourselves of the importance of safe driving. First established in 2002, National Traffic Awareness Month has since been a time to raise awareness about traffic safety issues and educate drivers on how to stay safe while on the road.

August is also back to school time and the perfect time to remind ourselves of safe driving habits.



- Most of the children who lose their lives in bus-related incidents are four to seven years old and on foot. They're hit by the bus or by a motorist passing a bus that's stopped to load or unload children—something that's illegal in all 50 states.
- If you're driving behind a school bus, allow a greater following distance than if you were driving behind a car—at least three car lengths.
- Stay alert for flashing lights on a bus, which warn drivers of an impending stop. Treat yellow flashing lights the same as a yellow stop light and decrease your speed. Stop when you see red flashing lights.
- The area 10 feet around a school bus is the most dangerous for children; stop far enough away to allow them space to safely enter and exit the bus.

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WELCOME TO OSTP!

- Realta Fusion
1200 John Q. Hammons Drive
- Polco
1241 John Q. Hammons Drive
- Lighthouse CRE
8030 Excelsior Drive



Iconica Welcomes Summer Interns



Iconica is thrilled to welcome four talented interns joining our team this summer, gaining invaluable hands-on experience in commercial design and construction. Our comprehensive program allows interns to collaborate closely with our architects, engineers, and construction experts, actively contributing to our exciting design-build and remodeling projects.

Logan Baribeau

Logan supports our Preconstruction team. He is currently studying Construction Management at UW-Stout. With a love for outdoor activities like boating and sports, Logan's competitive spirit shines through his UW-Stout club volleyball team participation. He is excited to gain hands-on experience in preconstruction.

Mackenzie Schmidt

Mackenzie, a returning intern, will support our Architectural team this summer. As an Architecture major at the University of Minnesota - Twin Cities, Mackenzie's expertise and enthusiasm are invaluable. Outside of work, she finds joy in art, lacrosse, and coaching.

Jack Clemens

Jack joins our team as a Field Engineer intern, providing crucial support to our construction team. Currently pursuing a degree in Construction Management at UW-Platteville, Jack also enjoys playing baseball, cooking, golfing, and spending quality time with friends and family.

Jose Hernandez

Jose joins us as a Construction Project Management intern. Currently pursuing a degree in Construction Management at UW-Stout, he is eager to forge strong relationships with his coworkers, gaining valuable insights into the day-to-day responsibilities of a project manager. Jose enjoys spending quality time with family and friends, fishing, four-wheeling, hiking, and weightlifting.

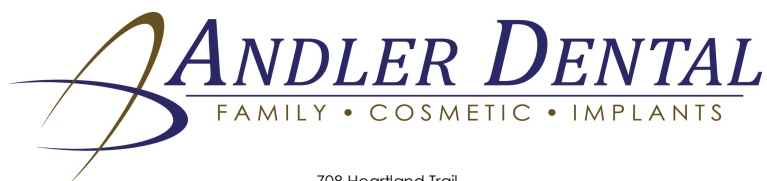
Silver Diamine Fluoride Treatment with Andler Dental

Dental decay is one of the most prevalent chronic diseases in the population to date. With public water fluoridation and fluoride-containing oral products, the incidence of decay has decreased over time. However, constantly changing eating and drinking habits have not helped eliminate the issue. Enter Silver Diamine Fluoride (SDF).

SDF was approved for use as a therapeutic agent in Japan in the 1960s. It has been used in Argentina, Australia, Brazil and China for many years to treat dental decay. In 2014, the US Food and Drug Administration (FDA) cleared the first SDF product for use in the USA.

How does SDF work? When applied to a weakened area of the tooth, the silver in the product actually kills the *Streptococcus mutans* (*S. mutans*) or cavity germs and the fluoride helps the weakened area(s) remineralize. Applying SDF is easy, painless, and no local anesthetic is needed. It must be applied by dental professionals such as a dentist or hygienist. This colorless, low-cost liquid takes minimal application time and is a noninvasive way to halt decay. It has a 72% success rate as opposed to doing nothing! Most insurances are now picking up the cost of this service which is fantastic since higher success happens when it is applied every 6 months.

At Andler Dental, we want to help your oral condition in any way we can. SDF allows us to not simply “watch” a weakened area due to decay, but helps to fortify the area in order to maintain the integrity of your natural tooth for as long as possible. Nothing is ever guaranteed but SDF gives us a leg up on being proactive when it comes to using a noninvasive treatment option to arrest dental decay. Please reach out to us if you have more questions about this amazing easy advancement in dental care so we can evaluate your situation!



708 Heartland Trail
Suite 1400
Madison, WI 53717



Riva Star Aqua - SDF product used at Andler Dental



SupraNet Hires Creative Director, Launches New Website

SupraNet Communications Inc. hired Mary Jane Connor as its first Creative Director in January. With her extensive experience in art and marketing, and her innovative mindset, Connor redefined the brand's aesthetic. She, along with members of the SupraTeam, launched a new website within the first quarter of the year with the new guidelines.

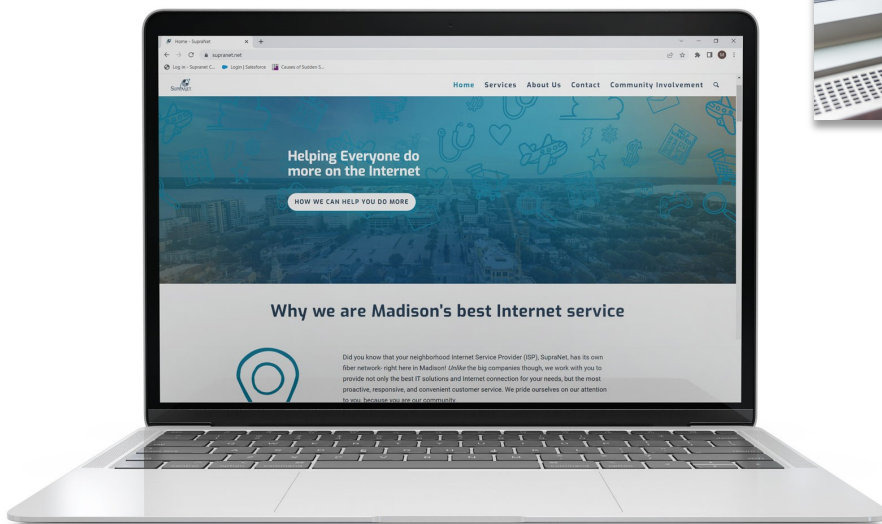
The new look merges high tech with Madison flair, drawing on the differentiating hyper-local, friendly customer service that sets SupraNet apart from other Internet Service Providers.

To get that local look, the multi-talented staff set up in-house photoshoots at the office and at MSN, (where SupraNet provides the WiFi service). Connor directed, Executive Vice President, Matt Apps, photographed, and staff members modeled. Also, Connor incorporated more work from local cartoonist, John Kovalic, in brand communications. Kovalic has provided art for various ads and the infamous punny pint glasses for over two decades for the company.

Check out the new website at supranet.net and stop in the office for a SupraNet robot sticker!



Mary Jane Connor, Creative Director



8000 Excelsior Drive
Suite 204
Madison, WI 53717

Wisconsin Mutual Insurance Company President Retires

Effective at the June 2023 Annual Meeting, Dan Keyes retired as President of Wisconsin Mutual Insurance. Dan began his career in claims at State Farm, followed by a role in the underwriting department at Rural Insurance.

His tenure at Wisconsin Mutual Insurance began in 1972, and in 1980, he assumed the position of President. In 1990, Dan relocated the company from its original Monroe Street location to the present, significantly larger site in Old Sauk Trails Park. Under Dan's leadership, WMI grew almost 100% in written premium, achieved notable financial stability, and earned an A.M. Best rating of "A" (Excellent) Stable.

As Dan reflects on the vast benefits he has received from the insurance industry, he wishes to express his thanks to the countless Independent Agents who have supported and continue to support WMI. Throughout his career, Dan has been a firm believer in the Independent Agent model and the value that our agent partners provide to our policyholders. The relationships and friendships Dan has formed with our dedicated agents have always been a significant source of joy and fulfillment in his work.

Their unwavering support has played a critical role in his love for the industry and his commitment to delivering exceptional service to our policyholder. Following the retirement of Mr. Keyes, we are pleased to announce the appointment of Kellye Golden, current Company Vice President, as the new President.



Operation Backpack with SwimWest



OPERATION BACKPACK

Help SwimWest Swim School collect new backpacks and school supplies for local students in need.

Most needed items include:

- Backpacks
- Pencil Cases/Pouches
- Pencils & Pens
- Colored Pencils
- Washable Markers
- Crayons
- Folders
- Spiral Notebooks
- Highlighters
- Basic Calculators
- Glue Sticks
- 3 Ring Binders
- Kid Scissors
- Earbuds

A \$40 donation buys a backpack full of supplies. Help us reach our goal of 50 filled backpacks!

Donations can be dropped off July 1 - August 5 at either SwimWest location.



WEST MADISON
1001 Deming Way
608-831-6829

FITCHBURG
6220 Nesbitt Road
Behind Pancake Cafe
608-276-7946

S W I M W E S T . C O M

Red Cross Blood Drive with Rural Mutual Insurance



What: Rural Mutual Insurance is hosting a blood drive for the Red Cross

When: Tuesday, August 8th from 9:00am – 1:30pm

Where: Second floor at 1241 John Q. Hammons Drive

How to Schedule: Please call or email Jordan Streiff of Rural Mutual Insurance to secure your appointment slot today!

Call the Office: (608) 828-5408 or email: jstreiff@ruralins.com

 **Rural Mutual**
Insurance Company

1241 John Q. Hammons Drive
Suite 200
Madison, WI 53717



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