Shields back with a big plan

Videographer brings wife to hometown with idea to help area businesses

BY CHUCK VANDENBERG
PCC EDITOR

FORT MADISON – There's a certain palpable energy that's starting to take hold in Fort Madison. It may seem slow to emerge with some business closing and still seeing empty store fronts, but another piece of the puzzle may have just fallen into place.

After a 5-year stint in the U.S. Navy and then 20 years working in print and broadcast journalism, Geoff Shields, a 1989 graduate of Fort Madison High School, recently moved back to the area with his wife Lisa, a Wisconsin native, and has opened a video production company to help local businesses with branding and marketing.

Earlier this year, Shields, who was the Director Of Operations at WMTV-TV in Madison Wisconsin, became subject to a reduction in force that's swallowing up local media outlets, and his position was eliminated. Then starting down a decision to look for another TV gig, Shields decided to go in another direction. "I'd had enough of working for others and decided I wanted to work for myself," Shields said. "And what better place to do it then to come home to Fort Madison and start my own production company."

Shields is bringing more than two decades of broadcast and print journalism experience back to his hometown with his Avenue G Productions studio on Avenue G in Fort Madison's Main Street District.

Geoff Shields works in his production room setting cameras on Friday. Lisa works from home in Austin, Texas, then took off. First as Studio Manager at KVUE-TV in Austin, Texas, Geoff's career path in TV Production took off. First as Studio Manager at KVUE-TV in Austin, Texas, then progressing to Production Planner for Toshiba. Following her own 4-year stint in the U.S. Navy, she began working for IBM, which entailed the Shields' moving four times to four different states early in her career. While living in Austin, Texas, Geoff's career path in TV Production took off. First as Studio Manager at KVUE-TV in Austin, Texas, then progressing to Production Manager Of Operations at WMTV-TV in Madison Wisconsin. Geoff Shields is bringing more than two decades of broadcast and print journalism experience back to his hometown with his Avenue G Productions studio on Avenue G in Fort Madison's Main Street District.

Thanksgiving has special meaning for columnist

T GIGI!

Thank Goodness It's Thanks Giving! I know, Thanksgiving is one word, but I wanted to do a spinoff of TGIF.

November is a memorable month for me, and I have a lot to be thankful for. 28 years ago this November, I was so drunk in my own home, I fell and crashed through the glass top of my coffee table, cut myself to smithereens, and nearly bled to death. Outside of that, I didn't have problem with drugs and alcohol.

Turns out, it was the best thing that ever happened to me. It was a wake-up call. God grabbed me by the scruff of the neck, tossed me into AA, and my whole life turned around for the better.

Which brings up a subject I've been wanting to talk about—the opioid crisis in the United States. Opioids are killing more people than car accidents. I'm a little confused when I hear such statements as, "What is the government going to do to handle this crisis? We do not have treatment facilities or government funding needed to handle this crisis in addiction."

Chances are you have the most successful treatment program in the world right there in your own community, and it's free. It's called AA—Alcoholics Anonymous. In my 28 years of being clean and sober, I have seen many, many hardcore drug addicts find relief and recovery through this 12-step program. Alcohol is a drug, its chemical formula is C2H5OH. Just substitute the word narcotics for alcohol and it's the same 12-step recovery program in the world right there in your own community, and it's free. It's called AA—Alcoholics Anonymous. In my 28 years of being clean and sober, I have seen many, many hardcore drug addicts find relief and recovery through this 12-step program. Alcohol is a drug, its chemical formula is C2H5OH. Just substitute the word narcotics for alcohol and it's the same 12-step program.

If you're fortunate enough to have Narcotics Anonymous in your community, utilize it or start a NA program. There is no better treatment in the world than one addict helping another. I just read an article in the newspaper by Dr. Oz, about how the opioid epidemic is costing the country times to four different states early in her career. While living in Austin, Texas, Geoff's career path in TV Production took off. First as Studio Manager at KVUE-TV in Austin, Texas, then progressing to Production Manager Of Operations at WMTV-TV in Madison Wisconsin. Geoff Shields is bringing more than two decades of broadcast and print journalism experience back to his hometown with his Avenue G Productions studio on Avenue G in Fort Madison's Main Street District.

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Move is an investment for Shields couple

**SHIELDS** - Continued from Page 1

and Operations Manager of WEAU-TV in Eau Claire, Wisconsin, finally moving to the Madison area in 2007. With more than two decades of broadcast production leadership skills in his back pocket, Shields said the decision he and his wife made to move back to the area didn’t come easy. He said his plan for retirement was to work in video production on the side to help people with their branding.

“When we were re-searching, my wife and I talked about what’s next. We could literally go anywhere,” Shields said. “I could look for another job in broadcasting. It’s a small industry where I know a lot of people, and they know me. But I really wanted to do something different.”

So they purchased a building on Main Street—Avenue G, and set up a studio where he now runs Avenue G Productions, the video production element of Shields Media Services, LLC. Shields said that allows him to offer other services eventually, but for now he’s focusing on video production, branding, and messaging using video for marketing, over-the-air media, social media and online promotion.

“The name isn’t an accident - Avenue G Productions,” Shields said. “I’m from here, and hopefully that means something to the people here.”

Lisa said the couple is passionate about the communities in which they live and want the business to work in that model as well.

“His enthusiasm level for this is about the point of ridiculousness,” Lisa said. “We live here, too. We want Ft. Madison to flourish, and we want it to thrive. Taking the opportuni-ty to move back home and start building those relationships with people who own businesses here - people who I knew from before who are still here, helping them suc-cede and do really well is my goal.”

He said he brings skills and the knowledge of 25 years plus of working in broadcast television in promotion and market-ing. “Video is such a pow-eful tool and an intimate medium that effects you on an emotional level. It’s good to bring the expe-rience of producing high-quality video to the mar-keting effort of businesses in the area,” he said.

“It has to be the right move for our busi-ness. And if we can create a video together to help your potential cus-tomers understand that - it’s a win for you.”

He said he doesn’t think it’s a risky move.

“People talk about the risk of starting a new business. The real risk is not doing it. So why not?” Shields can be reached at 319-246-5828 or by email at AveGProduc-tions@gmail.com. The company’s website is www.shieldsmediaser-vices.com.

Lisa and Geoff Shields, owners of Avenue G Productions, a subsidiary of Shields Media Services, said moving to Fort Madison represents an investment in the community they want to serve and see grow.

“The name isn’t an accident. I’m from here, and hopefully that means something to the people here..”

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FMHS Principal

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OBITUARIES

JACKIE C. SORRELL

Jackie C. Sorrell, 80, of Ft. Madison passed away on Saturday, November 18, 2017 at 7:25 PM at The Madison.

He was born on June 23, 1937 in Bardstown, Kentucky to Everett and Flossie Fryrear Sorrell. On October 10, 1964 he married Elizabeth Bergthold in Ft. Madison and she passed away on November 20, 2001. He then married Kirby Griffin on July 7, 2014. Jackie worked production at Wolf Packaging for several years. Jackie was an avid football fan. He enjoyed riding his bike and his moped.

Survivors include his wife, Kirby Sorrell of Ft. Madison; a son, Randall Sorrell of Utah; a daughter, Sandra Segismundo of Orlando, FL; two granddaughters, Elizabeth Prudlow and Emilia Sorrell; one great grandson, Charlie; one sister, Ruby Holloway of Kentucky and a half brother, Maurice Carter of Kentucky. He was preceded in death by his parents, first wife and two brothers. A graveside service will be held at 11 AM on Wednesday, November 22, 2017 at Sacred Heart Cemetery with Rev. Richard Dutzer officiating. The family will meet with friends from 10 AM until the time of the graveside service. Per his wishes, cremation has been entrusted to King-Lynk Funeral Home & Crematory. A memorial has been established in his memory and online condolences may be left at www.kinglynk.com

CURRENT-LEE

The original Ivy Bake Shoppe now taking orders for holiday treats

Remember the original Ivy for your holiday desserts, sweet trays, catering, & gift certificates. Order yours by Tuesday, December 21st. Call us at Burlington Uptown Ivy (319)754.5924 or visit us at 514 Jefferson Street, downtown Burlington. Visit us online at www.ivybakeshoppe.com

Pen City Current will list your event in this highly visible CURRENT-LEE section in increments of 25 words for $15. Add a photo for $5. Non-profit organizations are eligible for the reduced rate of $10 per 25 words and $3 per photo. To place your listing, click here or call Lee at (319)371.4125.

IOWA LOTTERY WINNING NUMBERS

Lotto Drawings

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To watch video footage of the cranes and to learn the history behind this phenomenon - visit us online at TrailwaysTravel.com!

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SWARM - Continued from Page 1

500 billion a year and that the government needs to spend so many millions of dollars to cope with the emergency. Not a word was mentioned about AA.

C'MON PEOPLE, WAKE UP! Every in-patient treatment program I know of, and I've known quite a few, state bluntly that continued sobriety and happiness following release from the treatment program is only achieved by continued attendance in a 12-step program.

Note: Treatment centers can be a Godsend, especially for the hardcore addict, in that they offer a safe place to detoxify.

There may be some stigmas associated with AA. (1) That AA is for “low-bottom” drunks, those people you see with the bottle in a brown paper bag. Addiction does not discriminate. I’ve known doctors, lawyers, and world-famous people of all races in AA, as well as Skid Row drunks and everything in-between. And I’ve seen the Skid Row drunk help that doctor or lawyer.

(2) AA is for alcohol addiction only. An addiction is an addiction whether it’s alcohol, narcotics, sex, food, gambling, work, smoking, you name it. It’s the same 12-step program. True, AA has a “singleness of purpose.” However, in my 28 years of sobriety I have never seen anyone asked to leave a meeting because he or she wanted to talk about their problem with a doctor or any other addiction.

(3) You’re an atheist or agnostic and don’t like the use of the word “God.” No problem. Use “Higher Power.” Surely you can think of some power greater than yourself, like the “Universe” for example. Use it like your life depends on it, because it probably does.

Check out the meeting schedule for AA, NA, Al Anon (for spouses of addicts), and Alateen (for children of addicts) in your local newspaper. In the phone book, look under the “A’s” for AA or “alcohol.” Help is as close as your phone.

Have a good story? Call or text Curt Swarm in Mt. Pleasant at 319-217-0526, email him at curtswarm@yahoo.com or find him on Facebook. Curt's stories are also read at 106.3 FM in Farmington.
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- New Safe Family Friendly Neighborhood - Green Oak Development
- 939 Avenue G
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- 3032 Avenue E • Fort Madison
- 20166815
- Reduced
- Reduced
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- Reduced
PROFESSIONAL SERVICES

Pen City Current - Monday, November 20, 2017 - 5

Sweater Specials - Fall Sale

November 25th • 10am - 2pm
Downtown Ft. Madison • Avenue G

Carriage Rides • Kids Crafts
Treats • Carolers • Polar Express
Visit Santa from 10am – Noon at SL • 7th St.

For more details click here or call 319-372-5471

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Dana Bushong Jewelers: Girls Scouts will be selling hot cocoa
Misty’s Cookies: Free cookies, tea & cocoa 20% off everything
Dawg’s Deli: Buy One Large Specialty Latte & Get One 1/2 price
The Schnitzelbank: Treats & 25% off Harvest & Christmas Decor & 10% off Candles
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*Annual Percentage Yield as of 06/28/17. Advertised rates are subject to change at the Bank’s discretion.

Visit Santa from 10am - Noon at Under the Sun • Avenue G • Saturday, November 25th • 10am - 2pm

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7:00 pm

WINE & BEER WALK

Friday, November 17

Pick up your “Golden Ticket” to receive $5.00 Off a purchase of $25.00 or more at participating Wine Walk locations.
Golden Ticket’s good Sat. Nov. 18th - Fri. Dec. 1st 2 Event, valid I.D. required.

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Parthenon Restaurant: Free Ice Cream with every meal
Scrub Impressions: Free coffee, tea & cocoa 20% off all regular items
SIP: Buy One Large Specialty Latte & Get One 1/2 price
The Schnitzelbank: Treats & 25% off Harvest & Christmas Decor & 10% off Candles
Stage 2: Treats & 10% off entire purchase
Under the Sun & Under the Sun Next Door: Wine Tasting & Gourmet Food Sampling
The Victoria Gallery: Treats & 10% off Art Lessons & Books
Velocity Dance & Tumbling: Free Mini Classes

Treats • Carolers • Polar Express

Visit Santa from 10am – Noon at Under the Sun • Avenue G

CARROTS • SANTA CLAUS • HOLIDAY GIFT BASKETS

Saturday, November 25th • 10am - 2pm
Downtown Ft. Madison • Avenue G

Visit Santa from 10am – Noon at SL • 7th St.

For more details click here or call 319-372-5471

Shop these downtown Businesses for sweet treats, good eats & great deals!

Artisan Next Door: 10% of Candles, Cookies. Register to win a holiday gift basket with purchase
The Colony Shop: Treats & $10 off boots or shoes
Dana Bushong Jewelers: Girls Scouts will be selling hot cocoa
Dawg’s Deli: Buy One Large Specialty Latte & Get One 1/2 price
The Schnitzelbank: Treats & 25% off Harvest & Christmas Decor & 10% off Candles
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### 5-DAY WEATHER FORECAST

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*OpenWeatherMap*

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At top, a line forms at Dodd Printing & Stationery while a wine vendor pours samples for the hundreds that meandered down Avenue G in Fort Madison for the Fort Madison Main Street’s Wine Walk. At right, Stag had micro-brews on tap, including a Ghost Pepper Beer that had people talking up and down the street.

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**MP H&H employees donate to cancer center**

WEST BURLINGTON – Great River Cancer Center has received a donation of $2,431.70 from Hearth and Home Technologies. Employees of the Mount Pleasant, Iowa, business raised $1,215.85, and the employer matched the contribution. Fundraisers included T-shirt and bake sales. The donation will support the cancer center’s Hair, Hats & More program. All patients who have lost their hair because of cancer treatment receive a soft cotton sleep hat to improve comfort and reduce heat loss. Because some chemotherapy drugs increase sensitivity to cold weather, Great River Cancer Center also provides new hats, scarves and gloves, or women may choose a wig instead.

For more information about Great River Cancer Center, please call 319-768-3434.