



NEWS RELEASE

June , 2017

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For Immediate Release

Dubuque Main Street Welcomes McFadden & Vaassen Board of Directors

DUBUQUE, IA, — Dubuque Main Street (DMS) recently welcomed Katie McFadden of Graham's Style Store to its Board of Directors and Jeff Vaassen of Dubuque Bank & Trust and.

Jeff Vaassen grew up in East Dubuque and earned a BA in Business Administration from Loras College. After living in Davenport and Des Moines, Vaassen and his business acumen moved back to Dubuque to continue his career at DB&T. Currently, he is the Banking Center Manager and Business Banker for the Main Banking Center on 14th and Central. Since 2008, Vaassen has served on multiple boards and committees. He has been active in the Dubuque Community since returning for several charities and fundraising functions.

Katie (Graham) McFadden, along with her brother Ben, are 4th generation Graham's. She joined the business in August 2008. She graduated from Loras College in 2003. McFadden is looking forward to being a contributing voice to the magnificent Dubuque Main Street and downtown Dubuque we call home.

DMS is a not-for-profit organization dedicated to the development and ongoing support of downtown as THE place in our community to live, work, and play. DMS serves eight downtown districts using four areas of concentration:

1. **Design** – Attractive buildings, storefronts, streets, signs, green space, and well-preserved architecture.
2. **Economic Development** – A strong commercial community, achieved through business growth and recruitment, job creation, as well as adaptive reuse . . . made possible through resource programs, financial assistance, and incentives.
3. **Promotion** – We bring people downtown to live, work, and play.
4. **Organization** – We build partnerships by collaborating between many organizations, across the public/private spectrum.

-More-



Jeff Vaasen

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