



May 2010 Newsletter

Issue 6

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Around the Office

- Kaitlyn and Kiley graduated from Iowa State on May 7! Kaitlyn finished with degrees in Marketing and Management, while Kiley received a Marketing degree!
- The office will be closed on Memorial Day, May 31.
- To receive the monthly newsletter, please contact Kaitlyn.
- Befriend us on Facebook! Simply search for Ames Insurance Center and "Like" our page!



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Severe Weather 101

Summer is looming and with it comes storms. News outlets list warnings and watches, but what does it all mean?

Watch vs. Warning

A Weather "Watch" is announced in advance of severe weather to warn and alert the public to take necessary measures to prepare for the changing weather.

A Weather "Warning" is issued when severe weather has developed, is occurring, or has been reported. Warnings are intended to notify residents of danger such as tornadoes, floods, or storms.

Floods

A Flood Watch means that flooding is possible.

A Flash Flood is a flood that comes and goes quickly, usually due to large amounts of rainfall or rapid melting of ice and

snow.

A Flood Warning is announced when flooding is occurring in the area.

Thunderstorms

A Severe Thunderstorm has winds speeds of 58 miles per hour or greater, hail that measures 3/4 of an inch, or tornadoes. These storms may also produce heavy rainfall and lightning.

Tornadoes

Being that Iowa is in Tornado Alley, these destructive phenomena are a very real danger. When a Tornado Watch is issued, it implies that a tornado may occur. A Tornado Warning is released when a tornado has been spotted. In this case, ensure that your family is in a safe location- basement, cellar, or an interior room without windows.

Preparation for Severe Weather

Taking precautions for severe weather is very important. Make sure that your family knows "safe zones" for severe thunderstorms and tornadoes. Practicing and making



sure your family is on the same page may reduce stress and confusion in the case of severe weather. Having a weather radio and severe weather kit that contains items like flashlights, water, and blankets is also a good idea.

It is also important to make sure your property is protected during severe weather. Contact the office to discuss what your insurance package covers in the case of severe weather.

The BIG Customer Giveaway!

The BIG Customer Giveaway will run through June and the winners of our great prizes will be announced on June 30!

Simply refer your family and friends to Ames Insurance Center for a quote and you will be entered to win one of prizes!

We really appreciate the referrals that our customers send us and we want to take the time to thank you for all of your kind works toward Ames Insurance Center.

Each referral will give you the chance to win a **Compaq Laptop, a Char-Broil grill with accessories, a**

\$150 Hy-Vee gift card, or a \$50 gas card!

Don't miss out on your chance to win big! Send your family and friends today!

For the official rules of the BIG giveaway, please refer to our website or contact the office.