



Fall 2014

HELL YES Raygun's Creation, Success & Future



CHANGING THE WORLD
It Only Takes One

AN UNLIKELY VINEYARD
The Tale of Tassel Ridge

FIVE STEPS
To Protecting What's Yours

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A cover of RAYGUN's first catalogue after changing the name in 2009. Photo: Dan McClanahan. Used with permission.

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EDITOR'S NOTE

“One Does Not Simply Walk” ... into Success

In the film version of *The Lord of the Rings: Fellowship of the Ring*, the fellowship visits Lothlórien to see Galadriel, the elven queen (stick with me, non-nerds). The hobbit, Frodo Baggins, uncertain about the task of throwing the Ring of Power into Mount Doom, says to the queen, “It’s just . . . I’m afraid to do it.” Galadriel, who towers over Frodo, crouches to meet his eyes and says, “Even the smallest person can change the course of the future.”

The authors in this edition of *ciWeek Magazine* are, as far as I know, neither hobbits nor wispy elves. But they embody Lady Galadriel’s message and the importance of it.

Be it through starting a small business or helping others start theirs, our contributors recognize that any person can take a journey like Frodo’s and achieve it through small steps. Tassel Ridge Winery owner Bob Wersen details how he and his wife started an Iowa winery and faced unexpected obstacles. Intellectual property law

expert Kirk Hartung explains the minutely detailed but essential route to obtaining a patent, demonstrating the careful considerations new business owners and inventors must take. Our own Dr. Anthony Paustian addresses the practical side of inspiration and how it gives us the push out the door to start our innovative journeys. And RAYGUN owner Mike Draper takes us through his voyage of one guy in a t-shirt shop to a beloved, multi-state retail store.

It’s in Draper’s piece that I find the most intriguing parallels. He writes about his business’s growth alongside that of Des Moines’. As a Des Moines native, I distinctly remember each of the steps Draper notes of the city’s trek from boring town to thriving metropolis. Rarely during my childhood do I recall the resident hobbits of Des Moines proudly baring our big hairy feet to tell anyone where we were from (and when we did, we said Iowa, only to be asked if that’s where we grew potatoes). Today, because of the inspiration of individuals

like Draper, Desmoians display the Traveler’s umbrella, the Weather Beacon (long live the Weather Beacon), and the city’s name with honor.

All of our contributors, like Frodo and the residents of Des Moines, faced—and will continue to face—uncertainty. But through the obstacles, the Gollums and the Shelobs (why did it have to be spiders?) all proved that success is obtainable. With the right resources and a lot of inspiration, anyone reading this magazine can set out to save Middle Earth. Or at least your version.



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