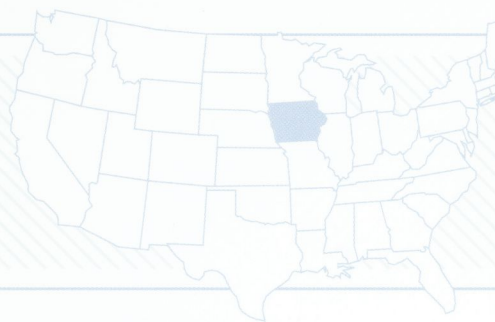


Hartig Drug Company

DICK HARTIG



DUBUQUE, IA



In 1904, St. Louis was host to the Olympic Games and the World's Fair. At the fair, organizers proclaimed Oct. 14 as "Drug-gist Day." And 300 miles up the Mississippi River in Dubuque, Iowa, A.J. Hartig, 22 years old, opened his first pharmacy on the corner of 1st and Locust streets.

Returning from World War II, A.J.'s son Ken, a Drake pharmacy graduate led the company until his untimely death in 1973, when Dick, in his final year of pharmacy school, made the decision to return home and take the reins of Hartig Drug.

"Many believed that I was too young,

too inexperienced and hence a long shot at continuing the legacy that had become Hartig Drug," Dick Hartig says. "Looking back, I never really considered nor embraced failure. All I knew was I had some good ideas and boundless energy coupled with a passion for pharmacy. No money just passion."

Fast forward to today, as Hartig is America's second oldest continuously operated independent family drug company with 16 traditional pharmacies, a home health care store, two long-term care pharmacies and a PBM. "I still get

up in the morning fired up about helping people navigate toward their improved health," Hartig says. "I have never shied away from adopting new ideas, specifically as it relates to pharmacy."

Hartig Drug stores are full line stores offering complete neighborhood-centric services such as photo, post offices, immunizations, compliance packaging for the elderly, and a large selection of merchandise.

"We want our patients to stay in the neighborhood," Hartig says. "So many of our most recent product offerings are convenience foods, staples like bread and milk, unique quality gift items, and niche products you won't find at the national chains. If anything, I stress to our team that being different is usually a good thing."

Hartig Drug's recent successes include a Rewards program that continues to enroll thousand of customers each month.

"Loyalty is not something we ever take for granted. We need to continue to earn folks' business every day," Hartig says.

Another differentiator is Hartig's passion for volunteerism and philanthropy. He and his company have received countless awards for their sponsorships, volunteer activities, and community involvement. "It's pretty much a given that you can count on Hartig Drug to step up to the plate when the door bell rings. I expect it, because that's who we are, a team player."

The next chapter in Hartig's history is unwritten, but Dick and Brenda have two sons, Charlie and Wes who are currently employed in the health care and finance industries. Will the legacy continue? Only time will tell.

DEMOGRAPHICS—DUBUQUE, IOWA

Total Population	56,637 (2010)
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EDUCATION (FOR POPULATION AGE 25 AND OLDER)

High School Grad or Higher	84.9 percent
Bachelor's Degree or Higher	23.3 percent
Graduate or Professional Degree	7.7 percent
Household Income (Median 2009)	\$40,680

Source: city-data.com