

CORPORATE SPONSOR SPOTLIGHT

Article by Devin van Holsteijn

WELLS FARGO

*Vision and Values
Drive the Wagon*

If you are familiar with The Music Man, you know that one of the high points of the show is the arrival of the Wells Fargo wagon. Wells Fargo will be helping “deliver the music” again on the stage of the Paramount this fall. John Dorfler, local market president for Wells Fargo, says that it was a “natural fit” to decide to sponsor the performances. He went on to say that “Orchestra Iowa is a vital component of the overall arts and entertainment scene here. We hope it continues to lead in partnering with other arts organizations to diversify audiences and take advantage of the many different venues and interests in the area.” He also spoke to the importance of the performing arts in attracting and retaining a dynamic local workforce – a topic on the minds of local business leaders.

In addition to his commitments as a local business leader, Mr. Dorfler is also the representative of a national initiative for Wells Fargo. In its 37-page book about Vision and Values that is distributed to each employee, Wells Fargo states it is “responsible for promoting the long-term economic prosperity and quality of life for everyone in our communities.” This is evident in the philanthropic efforts by Wells Fargo across the country. In Iowa alone, about \$4.4 million went to 558 nonprofits and other organizations through foundation and corporate giving in 2012. Nationwide, Wells Fargo team members volunteered 1.5 million hours last year. These numbers are just a small representation of the effects Wells Fargo has had on local communities.

When asked why the wagon still resonates as a symbol of Wells Fargo so many years after the last stage-coach run, Mr. Dorfler replied that the wagon “speaks to our reliability to deliver value to our customers.” And deliver they do. As a large local and state-wide employer, Wells Fargo has been part of the fabric of Iowa and the Midwest for many years, and still maintains those Midwest sensibilities that make for success – dedication to hard

work, service to others and a desire to see local communities grow and prosper. That culture, codified in their Vision and Values, has proven to be financially sound as Wells Fargo continues to prosper and grow in the face of troubled economic times.

Even though Wells Fargo wins awards across the board for both its fiscal success and ability to adjust to change, the root of its prosperity can be seen in the everyday lives of the individuals it serves. By partnering with Orchestra Iowa, Wells Fargo has helped bring The Music Man to life here on the stage of the Paramount Theatre. Please join us in thanking Wells Fargo for its commitment to local communities. We’re hoping the wagon will keep delivering music to your ears for many years to come.

WELLS
FARGO

The art of performance draws our eyes to the stage

Our community’s commitment to arts and culture says a lot about where we live. Theatre brings us together from the moment the lights go down and the curtains come up.

Theatre Cedar Rapids and Orchestra Iowa, we applaud this production.

wellsfargo.com

Together we'll go far



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Wells Fargo Stagecoach
Photos Courtesy of Doug Hansen, Hansen Wheel & Wagon Shop