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Improving quality of life for those who live and work in north central Iowa is the primary goal for Gary Hall as he works to empower others in delivering ISU Extension and Outreach information. Gary develops relationships and partnerships that connect Extension to the needs of the people he serves. Since 2003, Gary has had a passion to help others improve their skills in working with customers. The proper care of any customer is critical whenever working with people. Knowing how to make customers feel good and solve their problems continues to be a goal while working as a Regional Director for ISU Extension and Outreach.