



July 2014

The mission of the Mason City Area Chamber of Commerce is to promote progressive community and economic development to benefit the North Iowa region.



Time: 4:30-6:30PM
Date: Thursday, July 10
Location: North Iowa Youth Center
138 5th St SW

Sponsored By:



Time: 4:30-6:30PM
Date: Thursday, July 31
Location: SEH-Yaggy
215 N Adams Ave

Sponsored By:

Celebrate the new SEH/Yaggy merger and 35 years of business in Mason City!



Last Call for China & Dubai Trips

Sign up by July 23 for a fabulous experience on the other side of the world. Contact the Chamber for additional details on these amazing trips!

Wonders of Dubai

Oct. 25-Nov. 1, 2014 | \$3,199

If you like once-in-a-lifetime experiences, this trip is for you. YOLO!

- See the view from the *World's Tallest Building*
- Visit the only *7-Star Hotel* in the world
- Go *"Dune Crashing"* in the air-conditioned comfort of a luxury 4x4
- Experience the *World's Largest Fountain Light Show* at the Dubai Mall
- *Ride a camel* in the desert
- See the *World's Largest Aquarium*
- Walk on the *World's Largest Carpet* when you visit the \$700 million Abu Dhabi mosque
- Snow ski at the *World's Only Indoor Ski Resort*



Explore China

October 18-26, 2014 | \$2,499

Although China is our largest overseas trading partner, much of this country is a mystery to Americans. This value-priced tour includes visits to seven of the Top Ten tourist attractions in China and provides the opportunity to experience the history, culture, and traditions firsthand.

Ready for RAGBRAI



Chamber staff members (L to R) Robin Anderson, Tanner O'Brien, Allyson Krull, Mikki Baker, Gary Lindgren and Sharon Lindgren are rockin' their camel visors in preparation for the RAGBRAI overnight in Mason City on July 23rd! "Best Hump Day Ever" is the theme. Contact the Chamber if you are interested in volunteering that day.

Membership Renewals

Congratulations to the following members who are celebrating their membership anniversaries in July.

Seventy Plus Years

Mid-West Roofing Company/Custom SheetMetal Works (74)

Sixty Plus Years

Mason City Airport Commission (65)

Fifty Plus Years

Lehigh Cement Company (59)
Edwards-Brandt & Associates (54)

Forty Plus Years

Overhead Door Co. of Mason City (43)
Central Lock & Key (41)

Thirty Plus Years

Knudtson Real Estate, Inc. (36)

Twenty Plus Years

Francis Lauer Youth Services (26)
North Iowa Oral Surgery Associates (24)
Newman Catholic School System (22)
Ken Kline – Cerro Gordo County Auditor (21)

Ten Plus Years

Ames Photo Portrait & Imaging (15)
Country Inn & Suites of Mason City (13)
St. James Lutheran Church (13)
Stephens North Iowa Hearing Aid Center (12)
Mason City Roofing (12)
Fed Ex Ground (10)
Stoney Creek Hospitality Corporation (11)
Humane Society of North Iowa (10)
North Iowa Bus Company, Inc. (10)



From the President -

Mason City Achieves Blue Zones Certification

We DID it! Citizens, volunteers, organizations, and community leaders have been working since May 2012 to earn certification as a Blue Zones Community. Achieving a higher degree of well-being among citizens and workers yields a competitive advantage for economic development and job creation. For employers, it means greater productivity and better health in the workforce, which results in better business performance. For individuals, it simply means living better, longer.



Robin Anderson
President & CEO



In Iowa, the Blue Zones Project is the centerpiece of the Healthiest State Initiative—which is designed to make Iowa the healthiest state by 2016. This status is measured by the Gallup-Healthways Well-Being Index (WBI), the first-ever daily assessment of U.S. residents' health and well-being. With the help of Blue Zones Project efforts, Mason City has increased its WBI dramatically.

By working together, we can continue this positive momentum. Congratulations!

Small Business Person & Boss of the Year

Nominations for Small Business of the Year and Boss of the Year are due to the Chamber no later than Friday, August 29. Do you know someone who has made a significant impact or made notable achievements in the business community or within your organization? Tell us about them!

The Business Information Committee will review nominations for these significant awards and announce the winners at the Chamber's Annual Meeting on October 2, 2014. Call the Chamber office or visit the "Registrations/Surveys" page of our website for a copy of the nomination form.

Premier Members

Thank you to this year's Premier members who have gone above and beyond in their support of the Chamber programs and events. Several of these members participated in our Gold/Silver/Bronze Investor packages or customized their own package from our many events, sponsorships and marketing packages. Premier status gives members special mentions in the monthly newsletter, first chance at events and sponsorships and special recognition at the Annual Meeting. Want to become a Premier Member? Watch for information in the next couple months for our 2015 Investor Packages!

Gold (\$6,000 & up) : First Citizens National Bank

Silver (\$3,000-\$5,999): Clear Lake Bank & Trust · Curries · ITC Midwest · Kaplan University
Kraft Foods · Principal Financial Group

Bronze (\$1,000-\$2,999): Alliant Energy · Casey's General Store · Diamond Jo Casino
Corporate Farmer · Henkel Construction Company · Mercy Medical Center – North Iowa
NIACC · Wal-Mart · Wells Fargo Bank of Iowa

2014 Chamber Golf Outing

What a beautiful day of golfing! We had a wonderful turnout at the Mason City Country Club this year for the annual Chamber Golf Outing. Thank you to all of our sponsors and volunteers who made this year's event a success. Save the date for next year: Monday, June 22, 2015. Congratulations to our winners!

Morning Tournament



First Place: Cargill Kitchen Solutions



Best Dressed: Pritchard's of Mason City

Awards

Closest to the Pin
Nate Halverson

Longest Drive - Women
Jackie Kieffer

Longest Drive - Men
Andrew Suby

Longest Putt
Eric Paulson

Afternoon Tournament



First Place: Graham Tire



Best Dressed:
Mason City All Risk Insurance

Awards

Closest to the Pin
Kyle Burgmeier

Longest Drive - Women
Cindy Lindsay

Longest Drive - Men
Jason Pike

Longest Putt
Evan Raulie

Membership Renewals

Five Plus Years

Behr Mason City, LLC (9)

Escrow Plus, Inc. (9)

Ann Shaffer (6)

RDA Financial Network (8)

Alpha Orthodontics (7)

Digital One Solutions (6)

Edward Jones – John Rowe (6)

Clear Choice Windows of Mason City (5)

One Plus Years

North Iowa Bulls Hockey (3)

Iowa Vocational Rehabilitation Services (3)

Cornish Family Chiropractic (2)

Router 12 Networks (1)

WS Live (1)

Vein Care Center (1)

Be Our Guest

Tune in Friday mornings to the Chamber "Be Our Guest" program at 8:40AM on KRIB 1490 AM.

Three Eagles Communications provides this benefit to Chamber members free of charge. If you would like to schedule a guest spot on the show, please contact the Chamber. Listen in for July's guests!

July 4

North Iowa Youth Center
Regan Banks

July 11

Visit Mason City
Sue Armour

July 18

RAGBRAI
Jodee O'Brien

July 25

Winchester Chiropractic
Dr. Ryan Winchester

Special Thank You to Our Sponsors!

Hole Sponsors



Hole-in-One & Closest to the Pin Sponsor



Golf Sponsors



Beverage Sponsors





VMC welcomes Caitlin Callahan to Board of Directors

Visit Mason City is excited to announce Caitlin Callahan has joined the Board of Directors. Caitlin is the Executive Director of Wright on the Park, Inc. and will serve as Visit Mason City's Attraction Representative through September 2016.

Mason City hosts Travel Writer tour

Travel writers from Iowa, Illinois, Kansas and Wisconsin recently spent four days seeing the sights in and around Mason City as part of a familiarization tour (FAM tour) hosted by the Iowa Tourism Office. The purpose of the tour was to educate the writers about North Iowa as a destination and provide them with the opportunity to discover everything the area has to offer visitors. The hope is that their print and online travel articles will inspire their readers to visit as well. Writers represented a wide array of media outlets including Minnesota Goodlife, AAA Midwest Traveler, Real Food Traveler, Gannett newspapers, Chicago Tribune, Midwest Living Magazine, Omaha World Herald, Chicago Daily Herald, Dallas Morning News, and Iowa Outdoors.

While in Mason City, the group toured the Rock Glen and Rock Crest area, the Architectural Interpretive Center, Stockman House, The Music Man Square, Meredith Willson Boyhood Home and Charles H. MacNider Art Museum, as well as the Historic Park Inn which is also where they stayed. Other North Iowa stops included the Carrie Chapman Catt girlhood home, All Iowa



Hot Deals

FREE Marketing Opportunities Available

With one of the busiest summers right around the corner, we have been seeing a steady increase in the amount of traffic to the VMC website. Our Hot Deals page continues to be one of the most viewed pages on the site—are you on this page? If not, it's easy to do... just post any type of deal (sale, discount, etc.) **This is a FREE opportunity to reach travelers as they plan their visit to Mason City.**

Simply post a special offer on VisitMasonCityIowa.com and encourage visitors to patronize your place of business while they're in town.

To learn more or to request a username and password, contact Lindsey James at Ljames@VisitMasonCityIowa.com or 641-422-1663.

Submit Your Event

Visit Mason City is in the process of updating our Calendar of Events, located at www.VisitMasonCityIowa.com. We are specifically interested in posting events that will be occurring September-December 2014.

Over 2,000 travelers access the Visit Mason City website each month... **The Calendar of Events is the most viewed page on the site!**

All tourism-focused events in Cerro Gordo County that are open to the general public will be considered for placement on the web site but priority will be given to those in Mason City. The event should be unique to the community and of interest to travelers outside the community.

To have your event considered for listing on the web, please complete the online submission form available at:

<http://www.visitmasoncityiowa.com/index.php/events-calendar/submit-a-visit-mason-city-event>



MAIN STREET MINUTE

RAGBRAI® Mason City Updates

On July 23 Mason City residents should expect approximately 20,000 bicycle riders and several thousand support vehicles in addition to our city's regular traffic flow. Riders and support vehicles will begin to arrive as early as 7 am and will continue to arrive until the early evening, with the majority of incoming bicycle and car traffic arriving between the hours of 10 am-4pm.

Safety for all residents, visitors and cyclists is our main goal. For this reason we ask that residents and riders practice caution, patience and common sense. There will be no parking allowed anywhere along the bike route. Some streets along the bike route will be closed to all car traffic, others will remain open for one direction of traffic only and some will remain open for two-way traffic. This is to accommodate residents who live or work on the bike route.

If it is not necessary for you to drive on or near the bike route, we urge you to consider alternate routes

ROAD CLOSURES AND STREET DIRECTION CLOSURES ALONG THE BICYCLE ROUTE Effective July 23: 9 am - 6 pm

ROAD CLOSED TO ALL VEHICLE TRAFFIC
on 12th St NW from Eisenhower to Taft

SOUTH BOUND VEHICLE TRAFFIC ONLY
on Taft from 12 ST NW to 4th St NW

WEST BOUND VEHICLE TRAFFIC ONLY
on 12th St NW from Taft to Pierce

TWO WAY VEHICLE TRAFFIC ALLOWED
on Pierce from 1st St NW to 12th St NW

DOWNTOWN WILL BE CLOSED TO VEHICLE TRAFFIC
inside the perimeters of Adams east to Delaware & 3rd St North to 2nd St South
City parking lots will be open

This is the latest information that we have to assist our community to prepare for the day.

RAGBRAI® is a great economic boost for the entire community and will allow us to showcase what Mason City has to offer. Our guests will come from all 50 states, 67 countries and bring around \$3 Million in revenue to local businesses. We understand that there will be questions like; Where to park? How to conduct business that day? and How do I get around town?

Some of these questions can be answered by going to our website, RAGBRAIMasonCity.com and others will be released to the media as we get more details. This event has hundreds of volunteers who are helping plan and numerous organizations that are piecing everything together for the day.

Our hope is that as a community we work together and make this a very successful event and the "Best Hump Day Ever!"

We realize that many downtown businesses will be inconvenienced and parking will be limited. We ask that for about 24 hours we work together to impress our guests. Like a wedding, all of the planning & craziness will be over before we know it and it will be business as usual on July 24th. Thank you for your patience and cooperation!

For the most up to date information & maps, please go to RAGBRAIMasonCity.com or ragbraimasoncity Facebook Page

SCHEDULE OF EVENTS 2014

July 18 - Friday Night Live & Motorcycle Awareness Night
"The Chocolate Crackers"

July 23 - RAGBRAI

August 2 - Cheers & Beers

August 15 - Friday Night Live & Classic Car Show
"The Hepperly Band"

SAVE THE DATE

Main Street Mason City
Annual Meeting

August 28th
11:30 am - 1:00pm

September 19-20 - The Great River City Festival

Our mission is to enhance, promote and preserve downtown Mason City as a diverse business, cultural and residential destination, for the benefit of the entire community.

THE CULTURE & CHARACTER OF OUR COMMUNITY IS OUR DOWNTOWN!

President

Tammy Fuller
Bank of America
tammy.fuller@bankofamerica.com

Vice President

T.J. Just
Southbridge Mall
tj.just@am.ill.com

Treasurer

Eric Levenhagen
ProWise Tax & Accounting
eric@iowataxplanner.com

Secretary

Cally Peterson
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Directors

Steven Van Steenhuysen
Partner Liaison - City of Mason City

Kendall Petersen

Petersen Plaza

Joy Edwards

Kush Spa & Salon

Chris Droscha

Clear Lake Bank & Trust

Hal Berding

CL Tel

Mindy Klapperich

First Citizens National Bank

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Executive Director
director@mainstreetmasoncity.org



9 North Federal Avenue
Mason City, IA 50401
641.494.0003

www.mainstreetmasoncity.org

New Members

Yohn Company

Laura Yohn
309 S 20th St
Clear Lake, IA 50428
641-357-4604

Providing quality concrete products and quality construction services. We take pride in doing our jobs, taking no short cuts, using only the best products and working all jobs in a timely manner.

Midwest AcuTech LLC

Jason Pike
341 22nd St SW
Mason City, IA 50401
641-420-8446
jason.pike@mwacutec.com
www.mwacutch.com

Telecommunications company that specializes in low voltage cabling, phone systems (VOIP and analog), camera systems, security systems and much more.

Rock Solid Business Solutions, Inc.

Deb Baskerville
103 E State St, Ste 506
Mason City, IA 50401
641-201-3635
deb@rsbsolutions.net
www.rsbsolutions.net

Professional consulting service that assists manufacturers with their new setup, sales reporting, and shipping needs for different retailers such as Sears, Kmart, Target, Walmart, Meijer and more.



US ON



Business Savvy Seminar Series

The Mason City Chamber of Commerce in conjunction with **ActionCOACH** of North Iowa, is offering business owners & executives a series of leadership and business development sessions that will solidify your business core.

The third of eight sessions is at 8AM on Tuesday, July 1st at the North Iowa Regional Commerce Center. With the seminar titled *YES! Attitude*, you will learn the secret to a YES! Attitude and how to picture YES! Moments of the past and future that will lead to success.

Following session: August 5th – Become a person of influence

Registration Fee: \$25/session. ****Breakfast is included!****

Contact Tanner at tobrien@masoncityia.com for more information and to learn about discounted rate opportunities!

Ribbon Cuttings & Groundbreaking



NEW LOCATION

North Iowa Collision Center
11201 265th St



GRAND RE-OPENING

Wal-Mart SuperCenter
4151 4th St SW



GROUNDBREAKING

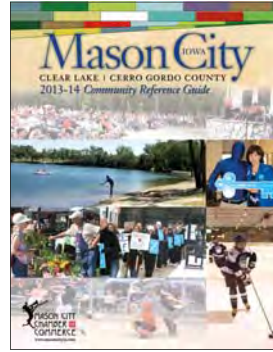
IOOF Home & Community Therapy Center
1037 19th St SW

Thank you Chamber Members

The Mason City Chamber extends its thanks and appreciation to the 140+ members who were able to reserve ad space in our 2015-16 Community Guide, which will commemorate the Chamber's upcoming 100-Year Anniversary.

Our Project Manager, Michael Holmes would like to extend his sincere gratitude to all of the wonderful people that he talked to and met with while working on this project.

If there are any members that we missed calling on that wanted to be included in this publication, please call Michael on his cell phone at (815) 871-2631 before July 10 to discuss what options might still be available.



Blue Zones Project®

Mason City achieved Blue Zones Community status last month by reaching or exceeding the following key milestones:

- 50% of the "Top 20" worksites were designated as Blue Zones Worksites
- 25% of schools were designated as Blue Zones Schools
- 25% of restaurants were designated as Blue Zones Restaurants
- 25% of grocery stores were designated as Blue Zones Grocery Stores
- 20% of our citizens committed to the Blue Zones Project Pledge and completed at least one well-being improvement action
- City government successfully completed and approved the recommended Blue Zones Policy Bundle

Blue Zones founder Dan Buettner had this to say: "Mason City is the consummate example that an American city, given the right tools, can dramatically increase its own quality of life by taking an environmental approach to well-being improvement."

Congratulations!



Masters Raffle



The Chamber is teaming up with local golf courses and non-profits to raffle a trip to the 2015 Masters Tournament. Golf courses are an important community amenity-and our local non-profit organizations do so much to improve our quality of life; we see this as a great fundraising opportunity for them!

Purchase a raffle ticket for your chance to win a luxury trip for two to the 2015 Masters Golf Tournament!

The package includes:

- Airfare for 2 people to Atlanta & airport transfers
- Hotel accommodations at Jameson Suites of Augusta
- Transportation to/from Augusta National Golf Course
- Reserved grounds passes for Saturday & Sunday (includes gourmet breakfast & lunch, evening hors d'oeuvres, premium open bar, storage area for personal items, live entertainment, TVs airing tournament coverage & more)
- Official Commemorative Masters folding chairs

Support your favorite course/non-profit by purchasing a color-coded ticket from them:

-  Britt Country Club
-  Highland Park Golf Course
-  Mason City Country Club
-  Mercy Foundation
-  Northwood Country Club
-  Rice Lake Golf & Country Club
-  Veterans Memorial Golf Club

Tickets are \$50 each. They may be purchased at the locations of our partners, listed above, or at the Chamber office. More partner locations may be added in the future. Support your local golf courses and non-profits and buy a ticket today!

The drawing will be held at the Chamber's Annual Meeting on Thursday, October 2, 2014.

Chamber Leadership

Executive Committee

Kim Pang, Chairman of the Board
Diamond Jo Casino

Bob Klocke, Chair-Elect
First Citizens National Bank

Todd Kirkpatrick, Treasurer
Clear Lake Bank & Trust

Gary Hall, Business Division Vice President
Iowa State University Extension

Traci Rohrer, Community & Events Division Vice President
Wells Fargo Bank

Holly Eichmann, Workforce & Leadership Division Vice President
Express Employment Professionals

Steve Noto, Government Affairs Division Vice President
Thompson Companies

Board of Directors

Stewart Anderson, *Wal-Mart SuperCenter*

Sherry Becker, *NIVC Services*

Dave Bergan, *Armour-Eckrich Meats*

Brian Janssen, *Allied Purchasing*

Pam Klukow, *Century 21 Preferred*

Jerry Knoll, *Hawkeye Auto Body*

Tara McLaughlin, *Country Inn & Suites-Worth County*

Dr. Paul Manternach, *Mercy Medical Center—North Iowa*

Howard Query, *Globe Gazette*

Scott Smith, *Mercy Medical Center-North Iowa*

Julie Valencia, *Kaplan University*

Chad Wickman, *Northern Cedar Service*

Joel Yunek, *Yunek Law Firm PLC*

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July 2014 Chamber Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
	1 8AM: <i>Business Savvy</i> - Session 3 Noon: Ambassadors	2 Noon: Business Info Committee	3	4 Independence Day Office Closed
7	8	9 7:30AM: Agribusiness Committee	10 Noon: Events Cte. 4:30-6:30PM <i>Business After Hours</i> at North Iowa Youth Center w/Mason City Honda	11
14	15	16	17	18
21	22	23 RAGBRAI	24	25
28	29	30	31 4:30-6:30PM <i>Business After Hours</i> at SEH-Yaggy	

Upcoming Events...

August 5 *Business Savvy*: Become a Person of Influence
August 28 *Business After Hours* Sponsored by Bergland + Cram Architects

For the most recent updates, go to www.masoncityia.com and click on "Calendar."

Find us on

