



September 2015

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



99th Annual Meeting Announcement

When: 11:30AM-1PM on Thursday, October 1, 2015
Where: The Music Man Square | 308 S Pennsylvania Avenue | Mason City, IA
Tickets: \$20 per person

Make your reservations for the Mason City Chamber of Commerce Annual Meeting!

This event highlights the organization's accomplishments and recognizes individuals, businesses and organizations for special achievements. Luncheon fare features "A Taste of North Iowa."

Sponsored by:



Time: 4:30-6:30PM

Date: Thursday, September 17

Location: First Citizens
National Bank

Downtown Location
33 E State St
Mason City

Sponsored
By:



Register for Peru Trip

Join us on an 8-day Peruvian adventure March 30-April 6, 2016. Guests will explore the colonial city of Lima before visiting the cultural, historic, and lively city of Cuzco in the Andes Mountains. The trip will conclude with a full day excursion to the breathtaking Inca site of Machu Picchu.

PERU Express

- 8 Days leaving March 30, 2016 | \$2,990 Double Occupancy
- Includes round-trip airfare from Minneapolis (MSP)
- Includes transfers and hotel accommodations
- Meals: 7 Breakfasts, 3 Dinners
- Optional 2-night extension to Puno/Lake Titicaca (\$750 double occupancy)



Space is limited to 35 travelers; early registration is encouraged. Final registration deadline is November 30, 2015.

Invest in Our Youth

Since 2003, the Chamber has provided training for our future community leaders through **YIELD** (Youth Investing Energy in Leadership Development). High school juniors from Mason City recognized as good students and good citizens with leadership potential are selected to participate in the program.

We are seeking \$100 business sponsorships toward their course tuition. Please contact the Chamber if you are interested in supporting this valuable leadership program.



Join us every Tuesday from
7:30-8:30AM at the Chamber
for Coffee!

New Members

Talent Machine Inc.

David John Huber, Owner
129 S Jackson Ave
Mason City, IA 50401
641-231-2176
davidjohntalent@gmail.com
www.talentmachineinc.com
Model and Talent Agency. We find, groom, mold and develop models, actors, and singers. We produce special events, promotions, and productions.

United Way of North Central Iowa

(return to membership)
Jodee O'Brien, Interim CEO
2911 4th St SE
PO Box 1465
Mason City, IA 50401
641-423-1774
ceo@unitedwaynci.org
www.unitedwaynci.org
Non-profit with the mission statement - Helping People, Changing Lives, Building Community!

Great Plains Title LLC

Todd Prichard, Owner
105 1st St SE, Ste 415
Mason City, IA 50401
641-512-1705
www.greatplainsitle.com
We offer nationwide title, closing and escrow. When you work with Great Plains Title, you are working with a competent title company with years of experience closing a variety of real estate transactions.

Little Angel's Child Care & Preschool

Katie & Carl Douglas
507 4th St SW
Mason City, IA 50401
641-420-6111
littleangelschildcare_preschool@yahoo.com

Childcare for ages six weeks to twelve years old opening in spacious headquarters across from Shopko & Culvers. Open 5AM until 11:30PM.

East State Street Project Update

Progress is clearly visible in the 300 block of East State Street. The Historic Egloff House was moved from the Park Place neighborhood in mid-August. The house, which was cut into two pieces to reduce the size and load, successfully negotiated the "bridge over the bridge" on North Carolina Avenue, steep grade, and sharp corners to arrive at its new home to the delight of hundreds of onlookers.



Iowa Business Growth, Wright on the Park, and the Chamber are partners in this community development project through an association entitled Community Benefit-Mason City. This organization was created in 2011 following the Vision Iowa project.

Since that time, the group made a significant contribution to The Music Man Square which enabled the Mason City Foundation to pay off its mortgage on the property; sparked the idea and provided seed funding for River City Sculptures on Parade; and has assisted with several other local initiatives.

Chamber Board Announces 2015-16 Leadership

The Chamber Board elected the following slate to serve the organization in 2015-16. They will officially begin their duties on October 1 following the Annual Meeting.



Steve Noto
Board Chairman
Stoney Creek Hospitality Corporation



Bob Klocke
Past Chairman & Treasurer
First Citizens National Bank



Dave Bergan
Chairman-Elect
Smithfield



Julie Valencia
DVP Business
Kaplan University



Sherry Becker
DVP Community & Membership
NIVC Services



Kelly Hansen
DVP Government Affairs
POET Biorefining - Hanlontown



Dr. Steve Schulz
DVP Workforce
North Iowa Area Community College

Membership Verification Forms

THANKS to all who have returned their Chamber Membership Verification forms. If you haven't had a chance to complete your form, please do so before September 15th. These forms were included in the August newsletter and also sent via email during the second week of August. Accurate information will be necessary for the publication of the 2016 Membership Directory and for updates to our Online Business Directory. If you misplaced your form, we'll be glad to send another one to you.

Staffing Changes at the Chamber

Program Director

Colleen Frein joined the Chamber staff in August in the position of Program Director. Colleen is a graduate of St. Cloud State University. Chamber members will recognize her as KIMT's morning co-anchor, Colleen O'Shaughnessy. She has vast experience as an award-winning multi-media journalist and public relations specialist.

At the Chamber, Colleen serves as staff liaison to the following standing committees: Agribusiness, Ambassadors, Blue Zones Project, Business Resources, and Events. She will also serve as coordinator for the annual **North Iowa Band Festival**, the Chamber's signature community event.

Colleen is a native of Rochester, but she has adopted Mason City as her hometown. She and her husband, Lucas, are the parents of a young son, Johnathan. Colleen enjoys being involved in the community and she is eager to work with our Chamber volunteers.



Colleen Frein
Program Director

Membership Development Director

Bob Mason joined the Chamber team on August 31 as Membership Development Director. He will replace Gary & Sharon Lindgren who are retiring from their positions leading the Chamber's efforts in membership sales and service.

The Chamber has contracted with Bob through his consulting company, Genesis Enterprises, which he started in 1999. Genesis has provided contract/project management services to clients in five states. Bob received a Master's in Business Administration degree from the University of Iowa. Bob and his wife JoAnn have lived in Mason City since 1984. JoAnn is employed as a RN at Mercy Medical Center - North Iowa. They have two grown children who live in Des Moines and are expecting their fifth grandchild in December.



Bob Mason
Membership Development Director

Receptionist

Ashley Walker is the new face and voice at the reception desk. Ashley is a NIACC graduate who is currently a student in the Business Administration program at Kaplan University. She works part-time at the North Iowa Regional Commerce Center and divides her time between Chamber and North Iowa Corridor Economic Development Corporation duties.



Ashley Walker
Receptionist

2015 Ag Tour

Please join us on the Mason City Chamber Agribusiness Committee's annual **Ag Tour**, scheduled from 2-4PM on Thursday, September 17th at Renewable Energy Group (REG), 4172 19th St SW in Mason City.

REG is a leading producer of advanced biofuels and developer of renewable chemicals in North America. REG utilizes a nationwide production, distribution and logistics system to focus on converting natural fats, oils and greases into advanced biofuels and converting diverse feedstocks into renewable chemicals. With 10 active biorefineries across the country, REG is committed to being a long-term leader in bio-based fuels and chemicals.

RSVP to the Chamber at 641-423-5724 or chamber@masoncityia.com by September 10th. Please wear closed toe shoes and meet for the tour at REG (4172 19th St SW). Tours will depart in small groups beginning at 2PM. The last tour is scheduled to start at 3:30PM.



Sponsored by:



New Members (cont.)

MC Home Inspections

Martin Eyberg
1969 350th St
Plymouth, IA 50464
641-210-9892
1martineyberg@gmail.com
Home inspections for buyers and sellers. AHIT Certified.

Mason City Buick GMC Cadillac (former Community Motors of Mason City)

Brian Taylor, Executive Manager
4510 4th St SW
Mason City, IA 50401
641-424-4033
brian@masoncitymotorco.com
www.masoncitymotorco.com
Under new ownership, Mason City
Buick GMC Cadillac is Mason City's
newest addition to Mason City with
a new philosophy on auto sales.

Membership Renewals

Seventy Plus Years
Cerro Gordo Abstract (72)

Sixty Plus Years
Carroll Sales Co., Inc. (68)
Midland Concrete Products (65)
Graham Tire Co. (63)

Fifty Plus Years
Schukei Chevrolet (50)

Thirty Plus Years
Mason City Ford Lincoln Mercury, Inc (35)
Hogan-Hansen, P.C. (34)
Principal Financial Group – Pension Center (34)
Mason City Community Theatre (33)
Air Care, Inc. (31)
Askeland & Zirbel, CPA's (30)
Wal-Mart SuperCenter (30)

Twenty Plus Years
Charlie Brown Preschool & Child Care (29)
Wells Fargo Advisors (29)
Skarpness Photography (27)
Four Oaks of Iowa (26)
Mason City Clinic (26)
American Cancer Society (25)
City Center & Kent Apartments (25)
Hospice of North Iowa (25)

NEWS

TODAY



Plans for 2016 Travel Guide underway

Advertising sales for the 2016 Mason City Travel Guide have begun! The Visit Mason City Travel Guide is the most effective resource to reach visitors before they come to the area.

Visitors spent an estimated \$93.39 Million in Mason City during FY2013 and the Mason City Travel Guide helps them decide where to stay, eat, shop, explore and be entertained while they're visiting our community. The Mason City Travel Guide is a valuable planning resource for our guests, offering visitor-friendly business listings, maps, special event details, coupons and captivating photography in an easy-to-use format. Features also include cross promotion of additional content, including itineraries and videos, and is available in an interactive digital format at www.VisitMasonCityIowa.com.

This guide is published annually; it is directly mailed to any person requesting Mason City visitor information, as well as strategically distributed to various welcome centers, rest stops, lodging establishments and restaurants. Ad sales close September 25th. Contact Lindsey James (641.422.1663 / Ljames@VisitMasonCityIowa.com) and reserve your space today!



6 Reasons to Advertise in the Mason City Travel Guide

- * It's a very cost-effective way to reach 35,000 households and drive tourism traffic to your business.
- * Your ad will be seen by a highly qualified target audience of travelers interested in visiting Mason City.
- * Your business information will be in the hands of consumers as they plan their trip.
- * All ads can include links to your website, which are clickable in the digital version.
- * Additional distribution outlets include all Iowa Welcome Centers, as well as state, regional and national travel shows.

We want to promote your events!

Did you know that VisitMasonCityIowa.com is home to the most comprehensive listing of visitor-friendly events in our area?



Nearly 3,500 travelers access the Visit Mason City website each month. The Calendar of Events is the most viewed page on the site and we take great pride in being the "go-to" source for events and entertainment in our community. Let us share your event with visitors who are planning their visit to Mason City! To have your event considered for listing on the web, please complete the online submission form available at: <http://www.visitmasoncityiowa.com/index.php/eventscalendar/submit-a-visit-mason-city-event>

NOTE: 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.



MAIN STREET MINUTE

SEPTEMBER 2015

Main Street Mason City Annual Meeting

Thank you to this year's Annual Meeting Sponsor:

First Citizens National Bank

UPCOMING EVENTS:

- Sept. 18-19 **GREAT RIVER CITY FESTIVAL**
- Nov. 28 **HOME FOR THE HOLIDAYS**

Main Street Mason City stats from program inception in 2004:

- 66 New Business Starts, Expansions, or Relocations
- 135 New Jobs
- 109 Building Rehabs or Rennovations
- 32 Buildings Sold
- 33,139 Total Volunteer Hours

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.

President

T.J. Just
Southbridge Mall
tjust@am.jll.com

Vice President

Cally Peterson
Moorman Clothiers
cally@moormanclothiers.com

Treasurer

Chris Droscha
Clear Lake Bank & Trust
cdroscha@clearlakebank.com

Secretary

Mindy Klapperich
First Citizens National Bank
mklapperich@firstcitizensnb.com

Staff

Tanner O'Brien
Executive Director
director@mainstreetmasoncity.org

Directors

Steven Van Steenhyuse
Partner Liaison - City of Mason City

Joy Haave
Kush Spa & Salon

Eric Levenhagen
ProWise Tax & Accounting

Hal Berding
CL Tel

Katie Wold
Market 124

Austin Pehl
Waggoner & Wineinger Architects



Business of the Year: Iowa **Cell Phone & Repair** (left)

Volunteer of the Year: **Hal Berding - CL Tel** (right)



The 2015 Great River City Festival!

Main Street Mason City is gearing up for this year's Great River City Festival to be held September 18th and 19th.

Sept 18: Diversity Lunch (NIDAT) and Pub Crawl

Sept 19: Dillinger Reenactment, kid's activities, craft marketplace, art crawl, and much more

Interested in being a part of the reenactment?? Visit

<http://vols.pt/NZ3hpc> and sign up to be a part of the fun!

Thank You To Our Investment Partners

Main Street Mason City is a stand alone organization that relies on donations from the community to continue their work to promote, preserve and grow the downtown district. Thanks to the following investors who have committed to assist in our mission.

Platinum: First Citizens National Bank

Gold: Mercy Medical Center - North Iowa

Silver:

Metalcraft Inc. | Clear Lake Bank & Trust | Petersen Plaza | North Iowa Oral Surgery | Farmers State Bank | Moorman Clothiers | Central Park Dentistry | Henkel Construction

Friends of Main Street:

Haines Insurance | Southbridge Mall | Jim & Amanda Ragan | Cerro Gordo Abstract Co. | Alliant Energy | The Historic Park Inn | Tierney Properties | Reflections Salon | NSB Bank | McGladrey LLP | Edwards Brandt & Associates | Waggoner & Wineinger Architects | Louis Althof - Thrivent | Veenstra & Kimm | Zilges Appliance Center | Brick Furniture | J & J Welding | Kristy Marquis - State Farm Insurance | Furniture Mattress Outlet | G8 Development Inc./Philip Chodur | Byron & Ann Beasley | Good Shepherd | Ermer Insurance & Financial Services, Inc. | Bergland + Cram Architects | Jones, Lemon, Meier Partnership | The Holiday Inn Express

Membership Renewals (cont.)

Twenty Plus Years (Cont.)

MacNider Art Museum (25)
Radiologists of North Iowa (25)
Floor to Ceiling Store (24)
Grunwald & Kiger Jewelers (23)
Boy Scouts of America – Winnebago Council (22)
Papa's American Café (22)
Benchmark Agribusiness, Inc. (21)
Wendy's (21)
First Citizens National Bank (20)
North Iowa Area Council of Governments (20)

Fifteen Plus Years

Federal Express (19)
Robinson Farm Real Estate (19)
Cartersville Elevator (18)
Community Kitchen of North Iowa (18)
Riddles Jewelry (17)
Stebens Children's Theatre (15)
Thrivent Financial (15)
Veenstra & Kimm, Inc. (15)

Ten Plus Years

FOX 47 KXLT-KTTC NBC TV-MeTV & CW (14)
LifeServe Blood Center (14)
Amish Heirlooms (11)
Mike Korthals, OD (11)
Diamond Jo Casino (10)
PostNet (10)
Securitas Security Services, USA (10)

Five Plus Years

OmniTel's Technology Central Business Solutions (9)
iWireless (9)
Clear View Eye Clinic (8)
Quality Medical Services (8)
Surf Ballroom (7)
The Law Office of Timothy L. LaPointe, P.C. (7)
Trophies Unlimited (7)
Johnson Appraisal (7)
American Realty & Management Inc (5)
Las Palmas Mexican Restaurant (5)

One Plus Years

Complete Nutrition (4)
Mason City Red Power (4)
Nora Springs Care Center (3)
Otto's Oasis (3)
Air Choice One (1)
St. John's Episcopal Church (1)
North Iowa Cooperative/United LP (1)
First Congregational United Church of Christ (1)
Iowa Independent Film Festival (1)
Houck Transit Advertising (1)

Farm-City Week Event

The Mason City Chamber of Commerce Agribusiness and Business Resource committees will host a **Farm-City Week Event** featuring keynote speaker Aaron Thomas on Wednesday, November 18, 2015. This event will take place at the NIACC auditorium from 6-8PM.

The first hour of the event will consist of an Ag-Business Expo to celebrate Farm-City Week. You are invited to host an educational booth from your business to educate attendees. These 10x10 booths (equipped with an 8' table and 2 chairs) must be ag-related, educational, and demonstrate the farm-city connection. Booths are limited and filled on a first come, first served basis.

Sponsorships

Sponsorships are also available for this event. All sponsor levels include group tickets, premium seating, and business recognition, among other inclusions. Sponsoring the Chamber's **Farm-City Week Event** is a great educational opportunity for employees and marketing opportunity for your business!

Please see the newsletter insert for individual ticket sales, pricing information and deadlines. For more information, please contact the Chamber of Commerce at 641-423-5724.

Aaron Thomas, a motivational speaker and North Iowa educator, has a passion for impacting lives through teaching, coaching, and public speaking.



His father Coach Ed Thomas was a beloved high school football coach who was fatally shot by a former player who suffered from mental health issues.

Following his father's passing, Aaron returned home to resume his dad's responsibilities as athletic director and legacy as a school leader and positive example in the community.

CMO Card 2016

Have a special deal? Let everyone know about it!

CMO cards are distributed in December as part of **Operation Thank You** - a special day we THANK our members for their loyalty and deliver new publications and CMO Cards to their door. If a Chamber member would like to purchase additional cards for their family, the fee is only \$1 per card.

For only \$50, up to 45 businesses can offer special discounts to **Chamber Members Only** via this marketing opportunity. Your discount will also be placed on a rotating basis in the weekly electronic **Chamber News** as well as being listed on the Chamber website Hot Deals.

This is a GREAT price for a yearlong advertisement that reaches more than 13,000 people! Limited Spaces available - Call the Chamber and reserve your spot today!

2016 "Best Businesses" Directory

Increase your exposure to the North Iowa Business Community by advertising in the Chamber's annual 2016 "North Iowa's Best Businesses" Membership Directory! The directory will include all Chamber members in alphabetical order and by business category.

A minimum of 800 copies will be distributed and all Chamber members will receive a free directory during **Operation Thank You** in December. Directories are also distributed in relocation packages and membership packets.

Please contact Allyson via phone at 641-423-5724 or email at akrull@masoncityia.com by September 30th to place an advertisement!



Ribbon Cuttings



NEW LOCATION
Four Oaks of Iowa
80 N Eisenhower Ave



NEW RENOVATION
Buffalo Wild Wings
4175 4th St SW



NEW RENOVATION
Subway (East Location)
421 S Illinois Ave, Ste 4

Blue Zones Project®

Each month, we showcase the best practices of a Blue Zones Worksite®



South Federal Location—February 2013
West Branch Location—October 2014

Since achieving Blue Zones Worksite designation, NICCU has continued to make positive changes in the workplace environment to encourage total well-being.

- A policy was created in March 2013 to encourage employees to volunteer in the communities they live and work-- both during business hours and off the clock. We have seen quite a jump in volunteer hours and participation in events around the community.
- We eliminated the cases of pop in our refrigerator; we always have a healthy option for our morning staff meetings and often limit our portion sizes when ordering lunch for the staff.
- The South Federal location now has a bike rack that is constantly used by members in nice weather, and our staff even will ride their bikes to work now that there's a place to keep them during the day!
- One of the most positive changes is the community we've built among our staff. When schedules allow, we go to lunch together and have instituted a monthly dinner at a local restaurant. The friendships and community we have built at NICCU is really second to none.

We are thankful for the nudge the Blue Zones Project® gave us and we look forward to more healthy choices as the years go on!

Be Our Guest

Tune in Friday mornings to the Chamber "Be Our Guest" program at 8:40AM on KRIB 1490 AM. Dignity 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 September's guests!

- September 4 Opportunity Village - Jennifer Pinske
- September 11 St. John's Episcopal Church- Jackie Vaughan
- September 18 United Way of North Central Iowa - Jodee O'Brien
- September 25 Pancheros Mexican Grill - JayJay Goodwin

Chamber Leadership

Executive Committee

Bob Klocke, Chairman of the Board
First Citizens National Bank
Kim Pang, Past Chair
Diamond Jo Casino
Steve Noto, Chair-Elect & Government Affairs
Division Vice President
Stoney Creek Hospitality Corporation
Todd Kirkpatrick, Treasurer
Clear Lake Bank & Trust
Julie Valencia, Business Division Vice President
Kaplan University
Traci Rohrer, Community & Membership
Division Vice President
Wells Fargo Bank
Holly Eichmann, Workforce & Leadership
Division Vice President
Express Employment Professionals

Board of Directors

Sherry Becker, *NIVC Services*
Dave Bergan, *Smithfield*
Josh Brueggeman, *Accord Architecture*
Kelly Hansen, *POET Biorefining - Hanlontown*
Jerry Knoll, *Hawkeye Auto Body*
Eric Levenhagen, *ProWise Tax & Accounting*
Tara McLaughlin, *Country Inn & Suites -
Worth County*
Garett McKiness, *McKiness Excavating, Inc.*
Dr. Paul Manternach, *Mercy Medical Center
—North Iowa*
Kirk Paulson, *NSB Bank*
Bill Schickel, *Inspiration 97.9! KCMR*
Chad Wickman, *Northern Cedar Service*
Brad Walters, *Hy-Vee East*
Joel Yunek, *Yunek Law Firm PLC*

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This is a Mason City Chamber of Commerce Publication.
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Publications are monthly for \$20 per year by the Mason City
Chamber of Commerce, 9 North Federal Avenue, Mason City, IA
50401-3250. Second Class postage paid at Mason City, IA. Post-
master: send address changes to The Chamber, 9 North Federal
Avenue, Mason City, IA 50401-3250.



Periodical Postage Paid at Mason City, Iowa
(USPS 060-350)

Upcoming Events

MARK YOUR CALENDAR

Tuesday

September 1

Ambassador Meeting | 12-1PM

Third Floor Event Room | Commerce Center | 9 N Federal

Wednesday

September 2

Business Information Committee | 7:30-8:30AM

Farrer Room | Commerce Center | 9 N Federal

Wednesday

September 9

Ag Business Committee | 7:30-8:30AM

Wine Room | Hy-Vee West | 2400 4th St SW

Thursday

September 10

Events Committee Meeting | 12-1PM

Farrer Room | Commerce Center | 9 N Federal

Friday

September 11

Ribbon Cutting | 2-2:30PM

iWireless | 473 Indianhead Dr

Band Festival Committee | 12:15-1PM

Third Floor Event Room | Commerce Center | 9 N Federal

Thursday

September 17

Chamber Board Retreat | 12-4PM

Third Floor Event Room | Commerce Center | 9 N Federal

Ag Tour | 2-4PM

REG (Renewable Energy Group) | 4172 19th St SW

Business After Hours | 4:30-6:30PM

First Citizens National Bank | 33 East State St

Wednesday

September 23

Chamber Board Meeting | 7-8AM

Board Room | Commerce Center | 9 N Federal

October 1

99th Annual Meeting | 11:30AM-1PM | *The Music Man Square*

Leadership North Iowa 2016 Begins January 5th!

Our popular leadership program is back! This 12-week course is designed to identify and develop future leaders in our community. Participants learn leadership skills, examine economic and social issues of our area and complete a service project.

Contact the Chamber to register – space is limited!