January 2019

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

Here's to a Prosperous 2019!

It's a New Year and a fresh start...and for the first time in many years, our region has a plan for our collective future! Action steps are underway to bring the strategies established in the Vision North Iowa Strategic Plan to fruition.

As a proponent of the planning process and member of the Vision North Iowa Steering Team, the Chamber will be working on the following action steps in the year ahead:

- Creating a favorable brand and image for the region and assisting with the launch of a marketing campaign.
- Promoting and enhancing talent retention and attraction outreach efforts through the ***Community Concierge*** program.
- Assisting in the engagement of the area's youth to inspire and prepare them for the region's workforce.
- Engaging in comprehensive planning efforts involving transportation, housing, utilities, recreation, and cultural amenities.
- Leading and assisting with major placemaking projects such as the River City Renaissance initiative.

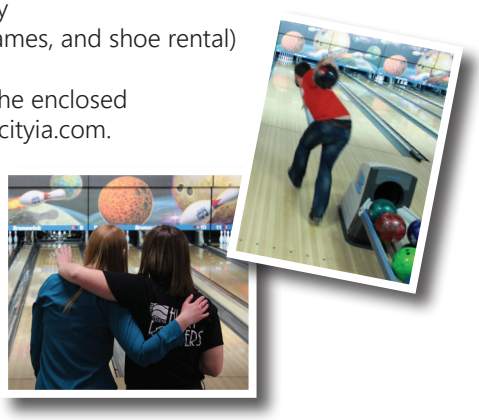
We're looking forward to a prosperous and progressive year ahead for our Chamber members and the entire North Iowa Region. Happy New Year!

Chamber Bowl - February 5-7

The 26th annual ***Chamber Bowl*** is set for February 5, 6, and 7 at Mystic Lanes. Based on feedback from last year, this year's event will feature more networking opportunities! Dinner is included, and many prizes are up for grabs each night. Fill out the enclosed registration form and return it soon, as this event fills up quickly!

Time: Registration from 3:30-3:50PM | Bowling begins at 4PM | Meal at 7PM
Date: Tuesday, February 5; Wednesday, February 6; or Thursday, February 7
Makeup date: Tuesday, February 12
Location: Mystic Lanes | 2571 4th St SE, Mason City
Cost: $200 per team of six (includes meal, three games, and shoe rental)

To register, contact Kativa at the Chamber, fill out the enclosed registration form, or register online at www.masoncityia.com.



Chamber Bowl 2019 Sponsors:

Holiday Inn Express – AN IHG HOTEL

MYSTIC LANES

Time: 4:30-6:30PM

Date: Thursday, January 17

Location: Country Meadow Place
17396 Kingbird Ave

Sponsored By: Country Meadow Place

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Operation Thank You Wrap Up

12 Upcoming Events

Membership Renewals

Congratulations to the Chamber members celebrating membership anniversaries in January!

One Hundred Ten Plus Years
Atlantic Coca-Cola Bottling Company (111)

One Hundred Plus Years
Wells Fargo Bank (107)

Ninety Plus Years
Locher Law Firm (99)
1ST Insurance (98)

Eighty Plus Years
Heiny, McManigal, Duffy, Stambaugh & Anderson PLC (81)
Arnold Motor Supply (80)

Seventy Plus Years
US Bank (78)
Allied Purchasing (77)
RSM US LLP (76)
Henkel Construction Co. (75)
Hosmer Honda (74)
Masters Chiropractic (74)
Petroblend Corp. (73)
WHKS Engineers, Planners & Surveyors (71)

Sixty Plus Years
Culver-Hahn Electric Supply (68)
KIMT-TV, MY3.2 TV (65)
Pepsi Beverages Company (64)
Plumb Supply Co. (64)
Cerro Gordo County Farm Bureau (62)
Ted Enabnit (61)
The Nettleton Dental Group, PC (61)
Major Erickson Funeral Home & Crematory (60)

Fifty Plus Years
McDonald's Restaurant (59)
Pappajohn, Shriver, Eide & Nielsen P.C. (59)
McGregors Furniture (52)
Curries (51)
Builders FirstSource (50)

From the President

Robin Anderson
President & CEO

As we approach a new session in the Iowa legislature, I'm hopeful many of our elected officials made a New Year's resolution to work together in a respectful and civil manner for the benefit of our state. A recent article by Deborah Rinner of Tero International, Inc. piqued my interest in research regarding civility and the workplace.

Rinner references the research of Dr. P.M. Forni of Johns Hopkins University and author of Choosing Civility: The 25 Rules of Considerate Conduct and his findings that prove civility is imperative to the health of an organization.

Even if civility is too much to hope for in the political arena, Rinner suggests some easy ways to demonstrate civility in the workplace:

1. **Ask people their opinion or to share their ideas.** When we are asked to give our opinion or thoughts on an issue, it signals we are perceived as having value. When we ask others what they think, it signals both inclusivity and appreciation.
2. **Fill people in.** All organizations are going through change. Letting others know what's happening during times of change lowers fear of the unknown and feelings of ambiguity.
3. **Stand up.** A simple shift in posture caused by standing up when greeting someone communicates respect. Standing up sends a nonverbal signal to the other person that they are valued and important to you.

   And my addition:
4. **Be present.** When you are meeting with someone, don't look at your computer screen, your phone, or your watch (even if you got an Apple watch for Christmas and it's buzzing.) Put down your pen, and give that person your full attention. It will make a world of difference for both of you.

I'm planning to adopt these measures in my life, and am full of resolve to make them new habits. Happy New Year!

Picture Day is January 17

Last year's picture day was such a success, the Chamber is offering this service again in January. Don't delay another year...it's time to update those old headshots!

"Picture Day" will take place from 10:30AM-3PM on Thursday, January 17 on the third floor of the Commerce Center. Christy Adams from Best Impressions Photography will take professional headshots for use on business cards, company newsletters, online profiles, and more...at a fraction of the price! Arrive a few minutes early to take advantage of last minute hair (and makeup) touch-ups by Reflections Salon!

For only $40, participants will receive a professional digital copy of their photo. Each participant will take three photos and select one of the three for retouching.

To register, visit masoncityia.com and select the 15-minute time slot of your choice (5 sittings per time slot). Once registered, an email will be sent the week of the event to confirm your time and provide tips for a great photo!

Australia & New Zealand Trip

October 29-November 12, 2019

Next fall, travel with the Chamber as it returns to the incredible South Pacific! Visit Australia to explore the Great Barrier Reef and the beautiful city of Sydney. Then, continue on to the South Island of New Zealand to experience its breath-taking scenery.

A no-obligation information session will be offered at 5:30PM on Tuesday, January 22, 2019 at the Commerce Center (9 N Federal Ave) in Mason City. The following highlights (and more!) will be addressed at the presentation:

- Board a catamaran for an exciting excursion to the Great Barrier Reef
- Tour the Sydney Opera House, then take a dinner cruise in Sydney Harbor
- Visit Australia's Tjapukai Aboriginal Cultural Center
- Get up close and personal with cuddly koalas and native crocodiles at Hartley's Croc Farm.
- Cruise New Zealand's beautiful Milford Sound
- Partake in a behind-the-scenes tour of a family-operated sheep farm
- Enjoy a home-cooked meal with a New Zealand family

Info Session Jan 22

AUSTRALIA/NEW ZEALAND: SOUTH PACIFIC WONDERS
15 Days leaving October 29, 2019 | $7,199* double occupancy

- International round-trip airfare from Minneapolis (MSP)
- Group transportation from Mason City to Minneapolis
- Transportation and hotel accommodations
- Meals: 12 Breakfasts, 2 Lunches, 6 Dinners

**Includes a $250 discount for registering by May 31, 2019.*

Optional 3-Night Extension to Fiji ($999 double occupancy)

Space is limited to 35 travelers; early registration is encouraged. For detailed information and a full itinerary, please visit masoncityia.com. Contact Allyson (akrull@masoncityia.com) with questions or to register.

2019 Lunch & Learns: Meet. Eat. Discover.

The Program Committee has recently confirmed numerous hot-topic presentations for the 2019 ***Lunch & Learn*** series: "Meet. Eat. Discover." Register now to secure a spot to meet other business professionals, eat a light lunch and discover new information and business strategies. Each session is held from Noon-1PM at the Commerce Center for. Registration is $10 and includes a light lunch.

On January 29, U.S. Cellular will cover "Ways to Have Secure Online Safety & a Positive Digital Presence." It is easy to shop, pay bills and transfer money online, but are your devices securely saving your passwords and credit card numbers? U.S. Cellular will help you navigate this ever-changing space and make sure you are taking steps to stay protected.

On February 26, Healthy Harvest of North Iowa will be sharing "Local Food Initiatives that are Helping North Iowa Prosper." Learn what new and existing food initiatives are on the rise to help businesses not in the food industry. It's more than just eating local.

Register for a ***Lunch & Learn*** through the Chamber's online event calendar or by contacting the Chamber at 641.423.5724. Find a complete menu on masoncityia.com or contact Kativa at kweitzel@masoncityia.com.

Membership Renewals (cont)

Forty Plus Years
Northern Cedar Service Co. Inc. (45)
United Way of North Central Iowa (45)
North Iowa Eye Clinic, P.C. (43)

Thirty Plus Years
NIVC Services - Helping People Work (39)
Trinity Lutheran Church (39)
Mechanical Air Systems (37)
Ag Processing, Inc. (34)
Cinema West Theatre (34)
Mason City Tile & Marble (33)
Hampton Inn & Suites (30)
Cerro Gordo County Board of Supervisors (30)

Twenty Plus Years
CENT Credit Union (29)
North Iowa Community Action Organization (29)
Maggie's Sewing Center (28)
McCloskey Appliance (28)
Mason City Parks & Recreation Department (24)
Schupick & Associates, P.C. (23)
Larson Contracting (22)

Fifteen Plus Years
North Iowa Air Service (18)
Ironhouse Gym, Inc. (17)
The Hungry Mind (17)
Kevin Dolphin CPA, P.C. (15)
Community Housing Initiatives/ River City Apartments (15)
Habitat for Humanity of North Central Iowa (15)

Ten Plus Years
Athletico (14)
Cabin Coffee Company (14)
Nature's Best Ingredients, Inc. (13)
Cavalier Coaches, Inc. (12)
Rib Crib BBQ & Grill (12)
Potter & Brant, P.L.C. (12)

Five Plus Years
ControlPrint Creative (9)
Oak Leaf Comics & Collectibles (7)
Mike Hegtvedt Real Estate & Auction Company (6)
Navratil Excavating Inc. (5)
Theilen Auto Sales (5)

Membership Renewals (cont)

One Plus Years

Mercy Home Therapy Shoppe (4)
Mercy Women's Health Center (4)
Mercy Urgent Care (4)
Mercy Family Pharmacy - Regency (4)
Mercy Dermatology Center (4)
Mercy Family Clinic - Regency (4)
Titan Pro SCI (4)
Mason City Surgery Center (4)
Steve Kruse (3)
McKesson Corporation (3)
Jeffrey Auto Repair Service (3)
Our Loving Children (3)
Sears Hometown Store (3)
Applied Industrial Technologies (3)
North Iowa Periodontics, PLLC (3)
Simply Clean and Restoration (2)
Cerro Gordo County Treasurer (2)
Honey Dome Farms, LLC (2)
Jane Fischer and Associates LLC (1)
We Got It Delivery Service (1)
Applebee's Grill + Bar (1)
Better Business Bureau (1)
Edward Jones - Carol Styner, Financial Advisor (1)

YIELD Speakers

J Brooks, 98.7 KISS Country
Bob Fisher, KGLO News
Katie Huinker, KIMT News 3
U.S. Congressman Steve King
Sam Gett, Globe Gazette
Susan Schlitter, River City Morning Kiwanis
Steve Noto, Stoney Creek Hospitality Corporation
Kim Pang, Mason City Family YMCA
Michael Voet, Mercy Medical Center - North Iowa

Save the Date! Ag Breakfast - March 20

The annual ***Ag Breakfast*** is set for 7AM on Wednesday, March 20 at The Music Man Square. We are excited to try a new location!

This annual appreciation event is attended by approximately 400 people, bringing together farm and business for made-to-order omelets by Agribusiness Committee cooks. Vice President for ISU Extension & Outreach Dr. John Lawrence, and Assistant ISU Economics Professor Dr. Wendong Zhang, will be the guest speakers. Dr. Lawrence will discuss ISU's role in serving the agricultural community and Dr. Zhang will cover recent developments in U.S.-China trade.

Tickets are available in books of 8 for $80 for Chamber members, and $95 for non-members. Individual tickets can be purchased for $12 each and student tickets for $5.

Please contact Kativa at the Chamber for more information, or to purchase tickets: 641-423-5724 | kweitzel@masoncityia.com

Thank you to the 2019 Ag Breakfast Sponsors:

Thank You YIELD Sponsors & Speakers

The ***YIELD*** (***Youth Investing Energy in Leadership Development***) program was created to develop leadership skills in promising young adults by forging a connection between youth and the business community. Local business has a huge stake in area youth as future workers and leaders.

Each year, we ask Chamber member businesses to support this worthwhile program through sponsorships. It is because of this support that we are able to help prepare our youth for the future by teaching them leadership skills, collaboration, and what it means to give back to the community. Thank you to our sponsors!

We also leverage the talent of our Chamber members who generously share their knowledge and resources to serve as speakers at ***YIELD*** sessions. The course consists of 10 modules and each class selects and completes a Community Impact Project. Thank you to our guest speakers and facilitators for sharing their expertise with the ***YIELD*** students!

This year's ***YIELD*** class is looking to brighten up Mason City with some new artwork, while also encouraging residents and visitors to get out and move more. They are planning to create interactive sidewalk paintings throughout the city in a project they've named "Movin' Groovin' Mason City!"

2018-19 YIELD Graduates

Since 2003, the Mason City Chamber of Commerce has provided leadership training for area youth. The ***YIELD*** program (***Youth Investing Energy in Leadership Development***) is an investment in our future citizens and leaders that will surely yield huge benefits for North Iowa. This program has become a model for youth leadership programs and has been replicated in other communities, including some in our region.

In Mason City, ***YIELD*** participation is limited to high school juniors from Mason City High School, Newman High School, and the Alternative School. These students were identified as good students and good citizens who are likely to emerge as future community leaders. Thank you to Principals Dan Long, Tony Adams, and Tim Scott for their support.

Tony Cadena
MCHS

Gabriela Castelan
MCHS

Lily Castle
Newman

Anna Deets
MCHS

Adam Dettmer
MCHS

Veruca Dorenkamp
MCAHS

John Fitzsimmons
Newman

Makenzie Horst
MCAHS

Kinzie Johanns
MCHS

David Johnson
MCHS

Matilda Lee
MCHS

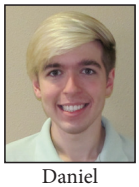
Blake Pang
Newman

Braden Petree
Newman

Marisol Ramirez
MCAHS

Emily Shatek
Newman

Erika Sloan
MCHS


Daniel Stephenson
MCHS

Hannah Thomas
MCHS

Bradley Vaith
MCHS

J.J. Wickman
MCHS

YIELD Sponsors

98.7 KISS Country / 103.7 The Fox
Ag Processing, Inc.*
Atlantic Coca-Cola Bottling Company*
Cargill Protein*
Castle Financial
Central Park Dentistry*
Cerro Gordo Co. Assoc. of Independent Insurance Agents*
Children's Dental Center of Mason City*
Clear Lake Bank & Trust Co.*
Demro Orthodontics*
Diamond Jo Casino - Worth Co.*
Drs. Weber & Otto Family Dentistry*
Farmers State Bank*
First Citizens Bank*
Heartland Asphalt, Inc.*
Heiny, McManigal, Duffy, Stambaugh & Anderson PLC*
Henkel Construction Co.*
Hogan - Hansen, P.C.*
Holiday Inn Express and Suites - Mason City
Hy-Vee Drugstore*
Jane Fischer and Associates LLC
Lee Realty
Major Erickson Funeral Home & Crematory*
Metalcraft, Inc.*
North Iowa Community Credit Union*
North Iowa Eye Clinic, P.C.*
NSB Bank*
NutriQuest, LLC*
Overhead Door Company of Mason City*
POET Biorefining - Hanlontown*
River City Iowa Realty*
Stoney Creek Hospitality Corporation*
Sukup Manufacturing
The Nettleton Dental Group, PC*
Wells Fargo Bank*
WHKS Engineers, Planners & Surveyors*

***Denotes multi-year sponsor**

YIELD
Youth Investing Energy in Leadership Development

TOURISM NEWS

North Iowa awarded $50,000

The North Iowa Sports Authority, a partnership of Visit Mason City and the Clear Lake Area Chamber of Commerce, has been approved for a $50,000 Regional Sports Authority District grant from the Iowa Economic Development Authority for FY2019.

The grant awarded to the North Iowa Sports Authority will be used to attract new events to the area while retaining and expanding existing events. Sporting event partners receiving funding from the FY19 program include North Iowa Nationals, Bicycle Blues & BBQ, Cannonball Cross, USDF Region 4 Dressage Championships, Mid States Horse Shows, Jack Helgren Memorial Snowmobile Race, NBHA Iowa District 2 Barrel Races, River City Pool Championships and TRI Clear Lake.

The North Iowa Sports Authority's application included nearly $4.5 million in estimated economic impact. Funding is applicable for events taking place from July 1, 2018 through June 30, 2019. Partner applications for the FY20 program will be available in early 2019.

Created during the 2007 legislative session, the Regional Sports Authority District program was designed to certify up to 10 districts in the state of Iowa for the active promotion of youth sports, high school athletics, the Special Olympics, or other nonprofessional sporting events. The North Iowa Sports Authority's mission is to promote sports in Cerro Gordo County by attracting and supporting quality athletic sporting events that generate visitor spending in the area. More specifically, the objective is to attract, retain, and expand area-sporting events that attract visitors to the area and generate visitor spending. A visitor is an individual who lives beyond 90-miles of Cerro Gordo County.

Visit Mason City awards grant funding

The Visit Mason City Board of Directors recently announced approval of nine marketing grants to be used for projects promoting Mason City attractions and events. Award amounts ranged from $220.00 to $1,125.00. Award recipients include the following:

- ***Charles H. MacNider Art Museum*** for radio ads
- ***Friends of the 457*** for print advertising
- ***Healthy Harvest of North Iowa*** for radio ads and social media marketing
- ***Iowa Lions District 9NC*** for shuttle transportation during District convention
- ***North Iowa Band Festival*** for printed brochures
- ***North Iowa Events Center: Trouble Tournament*** for social media marketing
- ***North Iowa Events Center: River City Warm-Ups*** for social media marketing
- ***River City Society for Historic Preservation*** for billboard advertising
- ***Wright on the Park*** for billboard advertising

Visit Mason City's Tourism Marketing Grant provides financial assistance for marketing projects that promote events, tournaments, conventions, activities, and facilities that attract tourism activity to the community. Projects must have a focus outside a 90-mile radius of Mason City.

REMINDER: NEXT GRANT APPLICATION DEADLINE IS FEBRUARY 1!

The next round of applications for the tourism marketing grant program are due on February 1, 2019. Applications are available online at www.visitmasoncityiowa.com/tourism-marketing-grant/

MAIN STREET MINUTE

JANUARY 2019

HAPPY NEW YEAR

2019 SPONSOR FORM

1. Select your desired sponsor level below.

2. Select the corresponding number of events you want to sponsor to the right.

3. Select all events in which you would like to be contacted again to provide volunteers, prizes, services, etc.

☐ LEVEL 7 | $5000 +
Everything from the levels below
Major sponsor of ALL Main Street Mason City Events for 2019
6 Tickets to St. Paddy's Day Bar Hop
6 Tickets to Jingle and Mingle Bar Crawl
2 Tickets to Haunted History Tour

☐ LEVEL 6 | $3000 - $4999
Everything from the levels below
Select eight (8) events to the right to sponsor
6 Drink Tickets for each Friday Night Live

☐ LEVEL 5 | $2000 - $2999
Everything from the levels below
Select six (6) events to the right to sponsor
Free booth at events chosen (if applicable)

☐ LEVEL 4 | $1000 - $1999
Everything from the levels below
Select four (4) events to the right to sponsor
Logo on MSMC T-Shirt
Radio/Newspaper/ad mentions

☐ LEVEL 3 | $500 - $999
Everything from levels below
Select two (2) events to the right to sponsor
Banner up at the events chosen

☐ LEVEL 2 | $250 - $499
Everything from levels below
Select one (1) event to the right to sponsor
Name listed on promo items for the event chosen

☐ FRIEND OF MAIN STREET | $249 or less
A general donation to Main Street Mason City
Name listed in program for annual meeting, Newsletter and shared on social media

☐ I would like to donate my goods/services in-kind to meet a sponsorship level
(We will contact you with our needs!)

☐ **ANNUAL MEETING/B.A.H.**
February 2019 | Night Event
☐ (OPTIONAL) Contact me again to provide volunteers.

☐ **VALENTINI SHAKE OFF**
Friday Februrary 8 | Night Event
☐ (OPTIONAL) Contact me again to provide volunteers, candy, or prizes.

☐ **ST. PADDY'S DAY BAR HOP**
Saturday March 16 | Night Event
☐ (OPTIONAL) Contact me again to provide volunteers.

☐ **EARTH DAY CLEAN - UP**
Saturday April 13th | Day Event
☐ (OPTIONAL) Contact me again to provide volunteers or outdoor cleaning equipment.

☐ **FRIDAY NIGHT LIVE**
Friday June 21 | Night Event
☐ (OPTIONAL) Contact me again to provide volunteers.

☐ **FRIDAY NIGHT LIVE**
Friday July 19 | Night Event
☐ (OPTIONAL) Contact me again to provide volunteers.

☐ **FRIDAY NIGHT LIVE**
Friday August 16 | Night Event
☐ (OPTIONAL) Contact me again to provide volunteers.

☐ **GREAT RIVER CITY REENACTMENT**
Saturday September 21 | Day Event
☐ (OPTIONAL) Contact me again to provide volunteers.

☐ **RESTAURANT WEEK**
September 20 - 29 | Week Long Event
☐ (OPTIONAL) Contact me again to provide volunteers.

☐ **HAUNTED HISTORY TOUR**
Friday, October 25 | Night Event
☐ (OPTIONAL) Contact me again to provide volunteers.

☐ **HOME FOR THE HOLIDAYS**
Saturday November 30 | Day Event
☐ (OPTIONAL) Contact me again to provide goods, services, prizes, volunteers or to host a station.

☐ **JINGLE AND MINGLE BAR CRAWL**
Saturday November 30 | Night Event
☐ (OPTIONAL) Contact me again to provide goods, services, prizes, or volunteers.

2019 Sponsor Campaign

We have had a wonderful year in downtown Mason City and look forward to another progressive year. In order to do this we rely on businesses, in and out of the downtown district, to invest in our organization to keep our downtown filled with energy and excitement which brings quality of life – making it THE place to live, work & shop.

Main Street Mason City is a stand-alone non-profit that relies on the generous donations and pledges from individuals and businesses. We feel that downtown is the heart and soul of our community no matter where a person lives or works in Mason City, everyone checks the pulse of their downtown to determine if it is a vital and healthy community. We ask that you take part in our investment campaign and pledge to keep our downtown moving forward!

The National Main Street Center is pleased to introduce the Friends of Main Street program!

This new membership level gives individual supporters the opportunity to join the Main Street Movement. Across the network, communities are using the Main Street Approach to create vibrant neighborhoods with thriving local economies. Join as a Friends of Main Streetmember for just $95 a year to help us develop new resources to aid their efforts.

THE MISSION OF MAIN STREET MASON CITY IS TO ENHANCE, PROMOTE AND PRESERVE DOWNTOWN MASON CITY AS A DIVERSE BUSINESS, CULTURAL AND RESIDENTIAL DESTINATION, FOR THE BENEFIT OF THE ENTIRE COMMUNITY.

BOARD OF DIRECTORS

Austin Pehl, Board President	Atura Architecture	Patrick Trenary	Active Family Chiropractic
Katie Wold, Vice President	Market 124	Timothy Schupick	Schupick & Associates
Chris Droscha, Board Tresurer	Clear Lake Bank & Trust	Kevin Sullivan	First Citizens Bank
Cally Peterson, Board Secretary	Moorman Clothiers	Jason Geving	Edward Jones
Steven Van Steenhuyse	City of Mason City	Melissa Fabian	
Mike Tickal	Oak Leaf Collectibles	Loni Dirksen	
Susan Rebedeau	NIA Therapy Associates	Emily Ginneberge, Staff	Executive Director

MAIN STREET AMERICA™

MAIN STREET IOWA

641.494.0003 DIRECTOR@MAINSTREETMASONCITY.COM MAINSTREETMASONCITY.COM

IN THE Corridor

JANUARY 2018

AREA STUDENTS LEARN ABOUT NORTH IOWA'S CAREER OPPORTUNITIES

GETTING OUT OF THE CLASSROOM INTO THE ACTUAL WORLD OF JOBS IN NORTH IOWA , meeting real people who work here, may help students see beyond basic career titles on aptitude tests.

That's the hope of the North Iowa Corridor and local industries who are working together to create new ways to reach young people with a message: You can have a good life here.

The economic development corporation and schools teamed up with dozens of area businesses in November to introduce students to the real opportunities for jobs worth staying for or coming back to. IowaWORKS Mason City, Iowa Vocational Rehabilitation Services, and North Iowa Area Community College also participated.

At Mason City High School's career day, junior class students took the ACT National Career Readiness Certificate test in the morning. This surveys an individual's ability to figure things out and returns a certificate level that can be used on a resumé. It also helps students identify areas in which they could improve. At an afternoon career expo, they chose to listen to short presentations from among some 20 businesses. Each business was represented by employees who talked about their companies, their jobs, and their path to current positions.

"The key takeaway is that students are exposed to the great careers in North Iowa," said Hunter Callanan, of the North Iowa Corridor Economic Development Corporation.

Also in November, approximately 80 juniors at Clear Lake High School participated in career track tours. Students chose from one of five general career tracks: healthcare; professional services; technology and entrepreneurism; agriculture/biology/science and engineering; and advanced manufacturing and trades.

NIC lined up three to four local businesses for each career track, and the whole class got on buses and traveled to visit actual companies representing their chosen track.

"It was a really good day," Callanan said. "We got students out into businesses in our area. It broadens their horizons with the great careers right here in our own backyard, in places they drive past every day and never know what goes on there."

Visiting local business sites opened students' eyes to the variety and depth of real job options beyond generic career labels. Callanan said one student said she was surprised to discover so many healthcare career options besides "nurses and doctors."

Callanan said they hope to have some follow-up between businesses and students who expressed major interest in job shadowing. NIC worked with Clear Lake High School Principal Chris Murphy and counselor Amy Sunde to plan the tours.

Participating businesses were asked to emphasize the history of their organizations; careers involved, from entry level to top positions; education and training needed for those careers; and most importantly, to remind students that great careers are available in North Iowa and they can stay or come back after getting their education.

Mason City High School Students learn about opportunities with DealerBuilt at the Career Expo

Clear Lake High School students tour the MetalCraft facility and learn more about careers available

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PAPPAJOHN ENTREPRENEURIAL CENTER
The Entrepreneurial Edge
A NIACC John Pappajohn Entrepreneurial Center Publication

Bring your idea to life with Venture School

The Pappajohn Entrepreneurial Center has partnered with the University of Iowa to bring Venture School to Mason City. The eight-week program is built from a streamlined curriculum developed by the National Science Foundation I-Corps at Stanford University and the University of California, Berkeley and costs $299 (an additional $99 for 2nd person).

Venture School is now accepting applications through February 4 to participate in its spring 2019 program. Find out more and apply at Venture-School.com

Is Venture School right for you?

Attend an informational session to learn more about the upcoming Mason City cohort starting February 19. The session will be led by Kurt Heiar (Venture School Director), Tim Putnam (NIACC Pappajohn Center Director), and Brook Boehmler (North Iowa Area SBDC Director).

Mason City January 14, 2019 – 9:30am-10:30am
Clear Lake – January 14, 2019 – 5:30pm-6:30pm
Forest City – January 14, 2019 – 2:00pm-3:00pm
Charles City – January 15, 2019 – 10:00am-11:00am

To register for an information session go to Eventbright.com and search "Venture School" and the "town" of your choice.

Upcoming Events

Start Smart Workshops

January 9—10:00-Noon; Iowa WORKS, 600 S. Pierce, Mason City

January 23—6:00-8:00pm; NIACC, Pappajohn Center #117, 500 College Dr., Mason City

TechBrew North Iowa

January 22—5:00– 7:00pm; Mason City Brewing, 28 East State St., Mason City

AMERICA'S SBDC IOWA

www.niacc.edu/pappajohn
500 College Drive, Ste 120
Mason City, IA 50401

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Premier Members

GOLD ($6,000 & UP):
Cargill Protein, Clear Lake Bank & Trust Co., First Citizens Bank, Holiday Inn Express & Suites – Mason City, Mercy Medical Center – North Iowa, POET Biorefining – Hanlontown

SILVER ($3,000 - $5,999):
CENT Credit Union, Dave & Phyllis Murphy Foundation, Diamond Jo Casino, Jane Fischer and Associates, John K & Luise V Hanson Foundation, Principal Financial Group

BRONZE ($1,000 - $2,999):
98.7 KISS Country / 103.7 The Fox, Express Employment Professionals, Farmers State Bank, Henkel Construction Co., Mason City Motor Company, North Iowa Periodontics PLLC, REG Mason City, Wells Fargo Bank

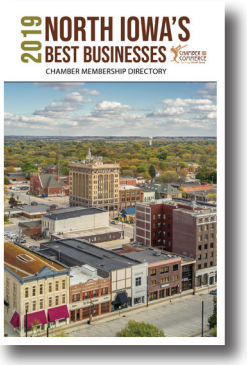
Be Our Guest

Tune in Friday mornings in January to the Chamber *"Be Our Guest"* program at 8:40AM on KRIB 1490 AM. Alpha Media USA provides this benefit to Chamber members free of charge.

January 4	**Living Free** **Jani Dahlin**
January 11	**Tech Nerds** **Chris Wilson**
January 18	**Dharma Anatomy, LLC** **Christiana Herrmann**
January 25	**Northern Lights Alliance for the Homeless** **Jeannie Kingery**

Thank You Membership Directory Sponsors

The "North Iowa's Best Businesses" 2019 Membership Directories were distributed in members' ***Operation Thank You*** packets in December. This yearly printed directory of member contact information is a useful tool for Chamber members. Additional copies of the directory are available at the Chamber office upon request.



Thank You to the following businesses for sponsoring our Membership Directory!

GOLD
Clear Lake Bank & Trust Co.
First Citizens Bank
Flooring America
Henkel Construction Co.
Jane Fischer and Associates
Larson Contracting
Window World of Mason City

SILVER
1910 GRILLÉ
Ag Processing, Inc.
Child Care Resource & Referral
ControlPrint Creative
Demro Orthodontics
Farmers State Bank
Frein Audio & Technology
Graham Tire Co.
Holiday Inn Express and Suites - Mason City
IOOF Home & Community Therapy Center

SILVER (cont)
Iowa Heartland Credit Union
Landfill of North Iowa
Lehigh Cement Company LLC
Mint Springs Dentistry
NIVC Services - Helping People Work
NMC Material Handling
North Iowa Area Community College
North Iowa Collision Center
POET Biorefining - Hanlontown
Riddles Jewelry
Woodharbor Custom Cabinetry & Design Showroom

BRONZE
1ST Insurance
Air Choice One
Bergland + Cram Architects
Buena Vista University - Graduate & Professional Studies
Dean Snyder Construction

BRONZE (cont)
Express Employment Professionals
Federal Fire Equipment
Hosmer Honda/Hosmer Toyota
Hy-Vee East
Manly Specialty Care
Mason City Motor Company
McKesson Corporation
Northwestern Steakhouse
Printing Services, Inc.
Schupick & Associates, P.C.
Zilge's Appliance Center

2019 Chamber Events

Don't miss the popular annual Chamber events listed below. Mark these educational and networking events on the 2019 calendar and stay tuned for more details in the coming months.

Chamber Bowl | February 5-7 | Mystic Lanes
Ag Breakfast | March 20 | The Music Man Square
Chamber Golf Outing | June 20 | Highland Park Golf Course
Moonlight Bike Ride | Summer 2019 | Downtown Mason City
Ag Tour | Fall 2019 | Location TBA
Annual Meeting | October 3 | The Music Man Square
Operation Thank You | December 12 | Commerce Center

For more information on any of these opportunities, including sponsorships, check out the Chamber's website at www.masoncityia.com or contact Kativa (kweitzel@masoncityia.com).

Iowa Chamber Alliance

Iowa House Minority Leader (and Chamber member) Todd Prichard was a featured speaker at the Iowa Chamber Alliance Legislative Leadership Luncheon in December. He is shown here with Chamber President Robin Anderson and North Iowa Corridor EDC President Chad Schreck. The Iowa Chamber Alliance is comprised of the 16 largest chambers and economic development corporations in the state to promote economic growth at the statehouse.

USPS Postage Changes

The U.S. Postal Service has approved a price change effective January 27, 2019. These changes will affect all mail classes and special services. Stamps will increase from $.50 to $.55. Balloon rate pricing for Priority Mail and Parcel Select has been eliminated. A complete list of the proposed price changes for are available at usps.com. The proposed implementation of Dimensional weight pricing to all zones for Priority Mail, Priority Mail Express and Parcel Select will become effective June 23, 2019.

Elected Officials Meet with Board

State Senator Amanda Ragan and State Representative Sharon Steckman attended the Chamber Board Meeting on December 19 to discuss the upcoming legislative session.

Operation Thank You Wrap Up

Another successful ***Operation Thank You*** is in the books! The staff truly appreciates all the volunteers who helped hand-deliver 2019 Membership Packets to the Chamber's 650+ members on December 6. After a day of deliveries, nearly 100 people attended the Operation Thank You holiday party, which was co-hosted by First Citizens Bank. This year's theme was "Paint the Town Red... and Green!" in celebration of the public art projects the Chamber has been championing in recent years.

If a business did not receive a packet, needs additional CMO Cards, or wants to learn more about the programs and services the Chamber offers, please call Colleen at 641.423.5724 or email cfrein@masoncityia.com.

Wellness

5-2-1-0

The 5-2-1-0 program encourages parents, teachers, health care providers and business leaders to help kids focus on four main areas. Focus areas include: (5) or more fruits and vegetables, (2) hours or less of screen time, (1) hour or more of physical activity and (0) sugary drinks – more water.

In a recent Q&A clinic about the 5-2-1-0 program, Dr. Tonya Gray from Mercy Family Clinic – Forest Park in Mason City responded to the following questions:

- Have you seen your patients positively impacted by 5-2-1-0? In what ways?

"I have seen parents have conversations about screen use and sugar sweetened beverages with patients during the exam."

- What has been your biggest lesson learned with incorporating 5-2-1-0 Health Care in your practice?

"I've found that the problem with screen time is universal. Kids say their parents also need to limit screen time."

- In what ways do you see your facility growing in the 5-2-1-0 Health Care efforts?

"We will encourage our nursing staff to provide some of the education to patients. Perhaps addressing 5-2-1-0 at all Well-Child Visits, not just pediatric. We need to target parents and grandparents and other adults with children in their lives."

If you are interested in downloading 5-2-1-0 materials such as posters, tool kits, brochures or a list of registered sites, visit iowaheathieststate.com.

Chamber Leadership

Executive Committee

Rodney Huber, Chairman of the Board
Huber Supply Co.
Kelly Hansen, Past Chairman
POET Biorefining - Hanlontown
Tyler Kerr, Chair Elect & Government Affairs Division Vice President
REG Mason City, LLC
Craig Miller, Treasurer
First Citizens Bank
Jane Fischer, Community & Membership Division Vice President
Jane Fischer & Associates, LLC
Andy Meyer, Small Business Division Vice President
Bergland+Cram Architects
Terry Schumaker, Workforce & Leadership Division Vice President
North Iowa Area Community College

Board of Directors

Diane Arndt, *Reflections Salon*
Dr. Noemi Cruz-Orcutt, *Mint Springs Dentistry*
Sam Gett, *Globe Gazette*
Michelle Jurgens, *North Iowa Community Credit Union*
Janelle Kruger, *Kraft Heinz*
Dr. Paul Manternach, *Mercy Medical Center -North Iowa*
Danielle Pace, *Clear Lake Bank & Trust Co.*
Bill Phillips, *Henkel Construction Company*
Evan Raulie, *Smithfield*
Jessica Reith, *Cargill Protein*
Scott Smith, *Diamond Jo Casino - Worth Co.*
Bert Vigen, *Good Shepherd Health Center*

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CHAMBER OF COMMERCE
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Upcoming Events

MARK YOUR CALENDAR

Professional Development

Thursday **January 17**
Picture Day | 10:30AM-3PM
3rd Floor Event Room | Commerce Center | 9 N Federal

Tuesday **January 29**
***Lunch & Learn* hosted by U.S. Cellular** | 12-1PM
"Ways to Have Secure Online Safety & a Positive Digital Presence"
Band Festival Room | Commerce Center | 9 N Federal

Networking Events

Thursday **January 3**
Ribbon Cutting | 4-4:30PM
Community Health Center of Mason City
Community Health Center of Mason City | 404 N Federal Ave

Tuesday **January 15**
Ribbon Cutting - Tech Nerds | 10-10:30AM
Tech Nerds | 103 E State St, Ste 522

Thursday **January 17**
Business After Hours | 4:30-6:30PM
Hosted by Country Meadow Place
Country Meadow Place | 17396 Kingbird Ave

Get Involved/Committee Meetings

Tuesday **January 8**
Ambassador Meeting | 12-1PM
State Street Deli | 107 E State St

Wednesday **January 9**
Agribusiness Committee | 7:30AM
Meeting Room | Hy-Vee East | 551 S Illinois

Friday **January 11**
North Iowa Band Festival Committee | 12-1PM
Band Festival Room | Commerce Center | 9 N Federal

Tuesday **January 15**
Wellness Committee | 3-4PM
Farrer Room | Commerce Center | 9 N Federal Ave

Wednesday **January 16**
Program Committee | 12-1PM
Board Room | Commerce Center | 9 N Federal

Wednesday **January 30**
Chamber Board Meeting | 7-8AM
Board Room | Commerce Center | 9 N Federal