



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

## Chamber Golf Outing - July 30

The **Chamber Golf Outing** is right around the corner! The tournament is scheduled for Thursday, July 30 at the Mason City Country Club. Teams are filling up quickly for this popular four-person best shot tournament and networking event.

Registration for a team of four includes two carts, four green fees, and a meal. All current PGA and Mason City Country Club golf guidelines and recommendations will be followed.

Hole sponsorships are available for \$350. Golfers will have the opportunity to vote on the best hole sponsor, and the sponsor with the most votes will be awarded a complimentary team at next year's outing!

To register, visit the Chamber website at [www.masoncityia.com](http://www.masoncityia.com) or fill out the enclosed form. Questions can be directed to Program Director Kativa Weitzel ([kweitzel@masoncityia.com](mailto:kweitzel@masoncityia.com)).



The Chamber's **Business After Hours** events are on hold until further notice. Businesses who were supposed to host in the past few months will be rescheduled to a later date.

Stay tuned as we continue to adapt to the changing times; **Business After Hours** may look a little different in the future.

We can't wait to mingle and network with you all again soon!

**TOURNAMENT SPONSOR**  
\$1,500



**HOLE SPONSORS | \$350**



## IN THIS ISSUE

- 2 From the President  
YIELD Students Plant Trees
- 3 Legislative Session Adjourns
- 4 Moonlight Bike Ride  
Chamber Award Nominations
- 5 River City Sculptures on Parade  
Egloff House Open for Interns
- 10 Community Concierge Update  
New Event: Chamber Cup  
Annual Meeting - Save the Date
- 11 Ribbon Cuttings Resume in July  
CEO Conversations  
Premier Members
- 12 Upcoming Events

## New Member Luncheon - August 27

New Chamber members or new employees at Chamber member businesses are invited to attend the **New Member Luncheon** at Noon on Thursday, August 27 at the Commerce Center!

This event will cover the benefits of chamber membership and connect members to representatives from the Chamber Board of Directors, staff, and fellow new members. Lunch is provided courtesy of the **New Member Luncheon** sponsor, First Citizens Bank.

Please contact Program Director Kativa Weitzel at [kweitzel@masoncityia.com](mailto:kweitzel@masoncityia.com) or call the Chamber at 641.423.5724 to register for this free event!



## New Members

### BARBERS PREMIERE RESTORATION

John Barber, Owner  
142 14th St NW  
Mason City, IA 50401  
(641) 420-1136  
barberspremiere@gmail.com  
Barbers Premiere Restoration offers low price steam cleaning and tile cleaning. Three rooms of steam cleaning starting out at \$79. Pets are \$10 extra per room. Tile cleaning is \$0.28 per square foot.

### CFO SYSTEMS, LLC

Christy Marchand, Director  
10832 Old Mill Rd, Ste 2  
Omaha, NE 68154  
(641) 420-2742  
cmarchand@cfoystemsllc.com  
www.cfoystemsllc.com  
CFO Systems provides fractional accounting and human resource leadership on an interim and timeshare basis to middle-market companies and small businesses across the U.S.

### LOOT BY LOUISE

Jenny Doughty, Owner  
7021 275th Way  
Clear Lake, IA 50428  
(641) 430-0048  
jlk1955@gmail.com  
www.etsy.com/shop/LootByLouise  
Welcome to a stroll down Memory Lane, featuring old-fashioned variety! From attic treasures to basement finds & auction specials; there's something for everyone in the online store! Don't see it? Ask!

### MASON CITY ELECTRIC

Dustin Howe, Owner  
Mason City, IA 50401  
(641) 512-1081  
dusty.mcelectric@gmail.com  
Mason City Electric (MC Electric) specializes in small commercial and residential electrical services. Owner Dustin Howe's mission is to treat each customer like they are his top customer.

## From the President

### TRYING TO GET IT RIGHT

These are difficult times. Do we open for business? Should we stay closed? What new procedures should we implement? How can we battle systemic racism? What exactly is "systemic racism"? How do we make sense of protests that morph into destruction of property? How do we recover economically from the double-whammy of the pandemic and riots? What is going to happen in the aftermath of the November elections?

If you're like me, you have more questions than answers lately. I wanted to use this space to communicate this message: We're trying our best to get it right. If we fumble, or get some things wrong, we hope you'll know we're making decisions with the very best of intentions.

We're moving forward—cautiously—to hold some of our previously postponed events later this summer. If you decide to participate, you'll notice some changes. If you decide to sit this one out, we'll understand. We are taking every reasonable precaution to keep people safe. If North Iowa experiences a COVID-19 spike, we may cancel at the last minute. We hope you'll be understanding about that, too.

Chamber staff has been working tirelessly over the past several months to connect our members to resources to weather the pandemic and stay in business long-term. Resuming programs and events doesn't mean we've abandoned these efforts, and we won't.

We are committed to providing the best service possible to every member. As always, thanks for your support...even when we get something wrong.

To Your Success! Onward!



Robin Anderson  
President & CEO

## YIELD Students Plant "Trees for the Town"

This year's **YIELD** students planted fruit trees in Mason City's flood plain areas to help rejuvenate the land and provide fresh produce to community members. Their main focus was the area north of East Park and adjacent to Oak Park, which was badly impacted by the 2008 flood.

The **YIELD** group consulted with local nurseries, conservationists, city staff, and conducted research online to select fruit trees and other tree varieties that will work best in the flood plain areas. Students were responsible for securing all donations, and thanks to contributions from individuals and local businesses, they were able to purchase and plant more than 50 trees.

Students firmed up project logistics before graduating from the **YIELD** program in December, and met up in early June to plant the trees. Protective guards were placed around the trunks and bars of soap hang from the branches to discourage the deer from feasting on the new trees. The **YIELD** students encourage community members to enjoy the revitalized space, and in time, take advantage of the produce provided by their trees.





## “Interrupted” Legislative Session Adjourns

The legislature reconvened and adjourned during June. At the beginning of session, Governor Kim Reynolds brought forward a broad agenda that included:

- support for workforce development support through Future Ready Iowa
- a rural development initiative entitled Empower Rural Iowa
- Invest in Iowa—an infrastructure program
- Universal Licensure

During the week of the second funnel, the Legislature suspended the session due to COVID-19, and reconvened on June 3 with the intent to pass a budget and adjourn the 88th General Assembly within two weeks.

In the final days of session, the House and Senate passed historic justice reform legislation that would ban the use of chokeholds by police officers in most situations and allow the Attorney General to investigate the police force when needed. The bill was introduced, passed unanimously in both chambers, and sent to the Governor for her signature in a single day.

Despite unprecedented circumstances, many of the Chamber’s priorities relating to **Talent, Economic Development, Business Climate and Infrastructure** passed. Highlights include:

### Talent

- HF 2629 – **Future Ready Iowa** legislation passed with bipartisan support. Creates expanded apprenticeship opportunities, grants to employers for new childcare facilities, expands the Last-Dollar Scholarship Program and computer science education in K-12.
- HF 2627 – reforms Iowa’s professional licensing system to streamline the process and provide opportunities for people licensed in other states to work in Iowa.

### Economic Development

- HF 2641 – passed a tax omnibus bill with several changes to Iowa’s tax code with bipartisan support. It included a \$100 million for the Iowa Reinvestment Program, which Mason City used for the River City Renaissance projects.
- Invest in Iowa was tabled due to the pandemic.
- Legislators were unable to come to agreement on reauthorization of the Angel Investor tax credit, but they also did not pass negative changes to tax credits or policies utilized for economic development.

### Business Climate

- HF 2641 – The tax omnibus also made extremely positive tax policy changes advocated for by the Department of Revenue and ensures that global intangible low-taxed income (GILTI) is treated as foreign dividend income to avoid a tax increase for companies with foreign income.
- HF 2643 – Legislators passed a **Status Quo Budget** for Fiscal Year 2021 due to the effects of COVID-19 on the state’s economy. As a result, the bill provides for flexible spending authority for the Governor to work with the Department of Management to implement.
- SF 2338 – This bill passed to provide **COVID-19 Liability Protections** and certainty against risk for recovering businesses. The Chamber supported the bill to provide personal protective equipment product liability protections, liability protections to healthcare providers, and businesses liability protection.

### Infrastructure

- SF 2400 – **Empower Rural Iowa** to expand broadband in rural Iowa was approved unanimously.

The governor has 30 days after the legislature adjourns sine die (i.e., until July 14, 2020) to approve or veto legislation sent to her in the last three days before adjournment or sent to her after the legislature adjourns.

## New Members (cont.)

### PISCOPO LAW FIRM

Richard Piscopo, Owner

29 1st St NE

Mason City, IA 50401

(641) 424-1940

[rich@masoncitylawyer.com](mailto:rich@masoncitylawyer.com)

[piscopolawfirm.com](http://piscopolawfirm.com)

Piscopo Law Firm specializes in general practice, including family law, employment law, personal injury law, and criminal law.

### TALON LLC

Nicholas Blau, Director of

Property Management

1305 E Benson Rd

Sioux Falls, SD 57104

(605) 423-6009

[nicholas@talon-llc.com](mailto:nicholas@talon-llc.com)

Talon LLC’s projects in rural areas and college campuses are designed to enrich the lives of its residents and the communities they live in, offering high quality products at an affordable price.

### THE RIVER

Nicholas Blau, Director of

Property Management

100 4th St SW

Mason City, IA 50401

(641) 450-0446

[info@therivermasoncity.com](mailto:info@therivermasoncity.com)

[therivermasoncity.com](http://therivermasoncity.com)

Coming in Fall 2020, The River features Studio, 1-3 bedroom apartments & 2-3 bedroom townhomes. Amenities include underground parking, fitness center, community room, dog wash, guest suite, & package room.

### TOMMY'S EXPRESS CAR WASH

Tim Ritzert, General Manager

444 Tiffany Dr

Mason City, IA 50401

(641) 201-7935

[owner.la81@teamtommys.com](mailto:owner.la81@teamtommys.com)

[www.tommysexpress.com](http://www.tommysexpress.com)

Tommy’s Express Car Wash is a state of the art car wash with an exceptional guest experience!

# Membership Renewals

Congratulations to the Chamber members celebrating membership anniversaries in July!

## **Eighty Plus Years**

Mid-West Roofing Company/  
Custom SheetMetal Works (80)

## **Seventy Plus Years**

Mason City Municipal Airport  
Commission (71)

## **Sixty Plus Years**

Lehigh Cement Company LLC (65)  
Edwards-Brandt & Associates, Inc.  
(60)

## **Forty Plus Years**

Overhead Door Company of Mason  
City (49)  
Central Lock Security, Inc. (47)  
Knudtson Real Estate, Inc. (42)

## **Thirty Plus Years**

YSS Francis Lauer (32)  
North Iowa Oral Surgery & Dental  
Implant Center, LLP (30)

## **Twenty Plus Years**

Newman Catholic Schools (28)  
Ames Photo Portrait & Imaging  
(21)

## **Fifteen Plus Years**

Country Inn & Suites By Radisson,  
Mason City (19)  
St. James Lutheran Church (19)  
Mason City Roofing (18)  
Stephens Hearing Centers, LLC (18)  
Stoney Creek Hospitality  
Corporation (17)  
Fed Ex Ground (16)  
North Iowa Bus Company, Inc. (16)  
Humane Society of North Iowa (16)  
Alter Metal Recycling (15)

## **Ten Plus Years**

RDA Financial Network (14)  
Alpha Orthodontics (13)

## **Five Plus Years**

North Iowa Bulls Hockey Club (9)  
Iowa Vocational Rehabilitation  
Services (9)

# Moonlight Bike Ride - Friday, August 21

The 2020 **Moonlight Bike Ride** is scheduled for Friday, August 21. The Worksite Wellness Committee encourages community members to engage in healthy activities this summer. Participants may enter as an individual or family of four. Additional precautions and procedures will be established prior to the ride to adhere to the current pandemic guidelines.

Traditions like the **Moonlight Bike Ride** help to establish a culture of well-being. It takes hard work, dedication, passion, and persistence to create an environment where the healthy choice is the easy choice. Focusing on the health and well-being of employees leads to improved lives—both at work and at home. The **Moonlight Bike Ride** is just one of the many initiatives created to motivate North Iowans to live healthier, happier lives.

The ride begins in the heart of downtown Mason City and continues on a 10-mile loop under the light of the summer moon. Admission is \$25 for an individual and \$50 for a family of four.

For more information or to register, contact Kativa Weitzel at the Chamber office at 641.423.5724 or [kweitzel@masoncityia.com](mailto:kweitzel@masoncityia.com).

## Sponsors:



Crescent Moon  
Cargill Protein  
Clear Lake Bank & Trust

# Chamber Award Nominations

North Iowa is rich in successful small businesses and plenty in top-notch leaders. The region is also well-known for its strength in worksite wellness and employee well-being. Each year, the Chamber recognizes a small business, leader, and worksite that have made a significant impact within their organization or the business community.

Nominations are now open for the *Small Business of the Year*, and *Boss of the Year* awards. Forms are available at the Chamber or at [masoncityia.com](http://masoncityia.com) under "Member Zone – Forms." The deadline for nominations is Friday, August 28.

The recipients of all three awards, along with the *Distinguished Citizen* award, will be announced at the Chamber's 104th Annual Meeting on Thursday, October 1.





## River City Sculptures on Parade Update

A new sculpture exhibit also fell victim to the COVID-19 pandemic. However, the sculpture committee will be installing some new permanent sculptures.

- The family of Alex Kuhn commissioned Bobbie Carlyle, a frequent exhibitor in the local sculpture walk, to create a special sculpture in his memory. It will be installed in the yard at the public library as a permanent addition to the program.
- The late Ralph Preuss left two sculptures he purchased through the program to River City Sculptures on Parade for permanent placement on the sculpture walk. "The Nest" by Virginia Sperry and "My Little Deer" by Christine Knapp will be installed.
- Four life-size bronze sculptures with ice sports themes by Colorado artist Dee Clements will be installed at the Mason City Arena in July.
  - "Going for the Goal" depicts a young hockey player and was purchased in loving memory of Mikey Reindl by his family.
  - A figure skater in an artful pose named "Polished Performance" was purchased by Vice Admiral Norman & Mrs. Priscilla Ray.
  - "Crack the Whip" depicts three fun-loving children on skates and is a gift from an anonymous donor.
  - "Let's Go, Dad" will be installed on a bench just inside the main arena entrance and will make a delightful photo opportunity. It is a sculpture of a young hockey player on his dad's lap who just can't wait to get on the ice. It was purchased by Dr. J.D. & Jill Thoreson.



New brochures will be printed to assist patrons in enjoying the sculpture walk and will be available soon.

## Egloff House Open for Interns

The Historic Egloff House is ready for tenants! This community living opportunity is available to college interns and students who are assigned to positions in North Iowa as part of their professional training. This beautiful, historic home offers short-term, furnished housing, and is within walking distance of downtown Mason City.

For rental information, contact Mary Claire Wunderlich, Egloff House Caretaker, at 641.421.1399.



## Membership Renewals (cont.)

### Five Plus Years (cont.)

- Cornish Family Chiropractic (8)
- Mason City Sunrise Rotary (6)
- Midwest AcuTech LLC (6)
- MercyOne North Iowa Occupational Health (6)
- Libby Lembke (5)

### One Plus Years

- RAKA (formerly NMC Material Handling) (4)
- REM Iowa Community Services (3)
- Highland Park Golf Course (3)
- North Iowa Children's Discovery Center (3)
- Tried & True (3)
- Pella Windows & Doors of Mason City (2)
- Cellular Advantage - US Cellular (1)
- Globus Family of Brands Travel & Avalon Waterways (1)
- Card & Co. Technology Solutions, LLC (1)
- United to Serve with Passion and Purpose (1)
- North Iowa C.A.R.E.S. (1)
- Conway Food Unlimited LLC (1)
- Pita Pit Mason City (1)
- Grandma Sugar's Cupcakery LLC (1)

## Be Our Guest

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

- July 3 | Exchange Club of Mason City  
Jerome Risting
- July 10 | Barbers Premiere Restoration  
John Barber
- July 17 | Main Street Mason City  
Emily Ginneberge
- July 24 | CFO Systems, LLC  
Christy Marchand
- July 31 | The River  
Steve Boote

# TODAY'S NEWS



While travel today looks very different than it did just 3-4 short months ago, Visit Mason City remains committed to our mission - to enhance the economy of Mason City and the North Iowa area through the promotion of the area as a destination for overnight visitors.

Like all other businesses and organizations, our efforts have been impacted by the ongoing COVID-19 pandemic. The hospitality industry in our community has been especially hard hit by this unprecedented crisis. *(There's that word again.)*

Throughout the past few months, we've been committed to supporting local businesses and encouraging residents to be diligent with their health and be safe. We teamed up with our community development partners to come together as the Vision North Iowa COVID Response Team and have worked to share accurate and timely information, updates and resources.

We paused our marketing campaign and worked with large group customers to postpone and reschedule their events and motorcoach tours. We've also been working to coordinate our rebound initiatives and marketing campaign.

Travel experts predict a pent-up desire to "hit the road" and travel... when the time is right. The right time will be different for everyone. According to the most recent Destination Analysts report, 70% of American travelers will take at least one leisure trip this year. The majority of those say they will avoid crowded destinations. Activities perceived as the safest by travelers are outdoor recreation, road trips, visiting family and friends, and shopping. Nearly 22% of American travelers report they are already traveling or feel ready to travel and 31.3% are ready but hesitant.

Our local tourism partners – hotels, restaurants, retailers, attractions, and event venues – are in the process of preparing for "when the time is right." While many have opened and are operating under new guidelines and protocols, others are still working on renovations, establishing guidelines, deep cleaning, and determining distancing protocols to ensure the safety of future visitors.

Visit Mason City will reopen our Visitor Center to the public the week of July 6th with modified hours and safety practices. We too are working to prepare our Center to safely welcome visitors so that when the time is right, we'll be ready.

Visitor information is still available in our foyer, which is accessible 24-hours. Visitors can pick up sealed packets containing some of our most requested brochures and resources including the Mason City Travel Guide, Clear Lake Travel Guide, maps for the Sculpture Walk and Architectural Walking Tour, County conservation and recreation guides, as well as the Iowa Travel Guide and road map.

We continue to fulfill incoming requests for visitor information. While the number of requests is much lower than usual, we have mailed more than 5,000 Travel Guides since March. Most of the requests we receive through our website indicate visitors are planning for trips in late-August, September, and October.

Our rebound marketing initiatives which include digital, social, and e-mail marketing to prospective visitors within a 2 to 6-hour radius of Mason City – touting our convenient location – in the middle of everywhere... *The perfect road trip destination!* Our key messaging will continue to focus on our unique Frank Lloyd Wright and Music Man offerings, while also promoting the vast variety of outdoor recreation experiences available right here in – and around - River City. We've also teamed up with Travel Iowa to produce a 3-minute video and 30-second commercial that will showcase Mason City as a premier arts and culture destination. Beginning July 1st, we will launch a 90-day marketing campaign in partnership with the Iowa Destination Marketing Alliance to promote travel opportunities throughout the state.

In regards to large group events and motorcoach tours, we continue to communicate and work with these customers to adjust their plans, establish new safety protocols, and reschedule... again, when the time is right.

So, how will tourism in Mason City look post-pandemic? *(If only I had a crystal ball.)* While the situation remains challenging for tourism, we remain incredibly optimistic. Mason City has a unique and interesting story to tell. We continue to be home to the world's only remaining Frank Lloyd Wright-designed hotel... Hollywood History on display at the Music Man Square and the MacNider Art Museum... the most iconic restaurant in the state of Iowa... miles and miles of recreational trails for hiking and biking, waterways for fishing and paddling, beautiful prairies and wildlife areas – all with built-in physical distancing... and so much more! These things haven't changed.

Our team and Board of Directors remain committed to sharing all our community has to offer and rebuilding tourism in Mason City and North Iowa. We also remain committed to safety for our visitors and local residents.



July 2020

## It's Awards Season... Main Street Style!

Early this spring, as the country began to close one business sector at a time, something big was happening in Iowa. Something lost in the shuffle as our focus turned to the urgent matters of helping small businesses and our community navigate through these trying times. Something that, as we are beginning to adjust to our new normal and catch our breath, we'd like to bring front and center.

For the past 33 years, the Main Street Iowa Annual Awards ceremony recognizes the efforts of those who work tirelessly, day in and day out to revitalize downtown areas in our state. People who possess a great passion in breathing new life into their Main Street, to provide hope for economic growth and beautification.

While the ceremony was a virtual event this year, it was still able to capture the true essence of what makes Main Street great: the people. The volunteers, the business owners, city officials and investors, stakeholders and all supporters of the effort who ensure Main Street thrives.

In these tough economic times, you need to take any win and rejoice like you've won a gold medal at the Olympics. As I'm sure the suspense is killing you, let's get to the winners.

**The Leadership Award** was given to Melissa Fabian. Melissa personifies everything Main Street stands for,

and her pride in community success, well-being, and economic growth is a beacon of light to those around her.

One of most highly coveted awards is the **Business of the Year Award**. This award is given out each year to a Main Street business whose vision, ingenuity, and creative assertiveness is of the utmost quality. With countless hours of hard work and muscle thrown into the mix to create a thriving business. Of the entire state of Iowa, we are BEYOND excited to announce that our very own Katie Wold of Market 124 was awarded this prestigious honor. In all the Main Street associations across the entire state, it was her tenacity and fierceness that won her this sought-after award.

As we thought maybe that was it for winners, the surprises just kept coming. In another competitive category, it was the Haunted Historic Building Tour who took home the **Best Exceptional Special Event Award**. Talk about excitement!! So many communities host such incredible events throughout the state of Iowa, so to be recognized for this one is a big deal.

A new award this year, called the **Greatest Game Changer Project**, was awarded to the City of Mason City for their development of the multipurpose arena. This project was one for the record books. While Southbridge Mall thrived in the heart of downtown Mason City back in the day, recent shifts in shopping habits altered the

way people made purchases. As a result, Southbridge Mall has been re-imagined and is once again a downtown destination. The community turned a vacant space into a mixture of retail, entertainment, and long-lasting economic benefits. This project is also a catalyst for a significant amount of additional downtown development, creating a ripple effect which has garnered the building of a new hotel, additional housing, and improvement to public spaces.



Nothing like a bout of good news to brighten your day! Whether you are stuck at home or working on the front lines during this pandemic, Main Street Mason City and all our local businesses appreciate your support more than ever. Your commitment to buying local is second to none. Your dollars help create more dollars that help create a flourishing city we are all proud to call home.

Congrats to each of the winners. We are beaming with pride for every one of you and happy you've rooted your business and events in downtown Mason City.





## BOARD OF DIRECTORS

### Officers:

**Nate Carney, Chairman of the Board**  
Dean Snyder Construction

**Bob Klocke, Vice Chair**  
First Citizens Bank

**Diane Fischels, Treasurer**  
MercyOne North Iowa

**Scott Smed, Secretary**  
Bergland + Cram Architects

**Paul Stevenson, Past Chairman**  
Clear Lake Bank and Trust

### Directors:

**Jacquelyn K. Arthur**  
Heiny, McManigal, Duffy, Stambaugh  
& Anderson, PLC

**Kent Brcka**  
Henkel Construction

**Mark Ebeling**  
City of Clear Lake

**Christy Marchand**  
Golden Grain Energy

**Marty Mensen**  
Alliant Energy

**Gary Pyle**  
Principal Financial Group

**Dave Versteeg**  
Mason City Community School District

### Ex-Officios:

**Mayor Nelson Crabb**  
City of Clear Lake

**Mayor Bill Schickel**  
City of Mason City

**Supervisor Tim Latham**  
Cerro Gordo County

**Dr. Steven Schulz**  
North Iowa Area Community College

**Aaron Burnett**  
City of Mason City

**Tom Meyer**  
Cerro Gordo County

**Scott Flory**  
City of Clear Lake

## FIRST CITIZENS BANK NAMED CORRIDOR 2020 FLAGSHIP INVESTOR

THE NORTH IOWA CORRIDOR ANNOUNCED THAT FIRST CITIZENS BANK OF MASON CITY will serve as the Flagship Investor for the organization's 2020 investor campaign. The annual campaign seeks to generate private investment to complement funding provided by the City of Mason City, Cerro Gordo County, and City of Clear Lake. Corridor officials expect to see participation from nearly 150 North Iowa businesses.



This partnership between the public and private sectors leverages resources in order to create, collaborate, and lead regional economic development initiatives contributing to the creation and growth of companies, wealth, and quality jobs for North Iowans. This year the Corridor is focused on strategies for the future through the Vision North Iowa initiative to create a community-driven vision to proactively and intentionally position our communities for positive, long-term, sustainable economic success.

"The NIC is grateful for all past and current support of its public and private partners especially in these times of COVID-19," said Bob Klocke, Corridor Chair. "Through the Flagship Investment, First Citizens is looking to build on past partnerships and grow the investor base as it is essential for our region's success. Building our workforce, creating jobs, and growing our economy while maintaining a wonderful place to live requires strong bonds and partnerships to determine our future together."

"The Corridor couldn't do the work we do without the financial support of key community partners like First Citizens Bank," said Chad Schreck, President and CEO of the North Iowa Corridor. "We are grateful for their long-term support of our efforts, and for stepping up to be the Flagship Investor this year."

Marti Rodamaker, Chairman of the Board, CEO & President, said, "The more successful our communities are, the more successful our bank is. It's very important that our employees have a great place to live and work. We find a lot of benefit in giving back to our communities and through the North Iowa Corridor that's a way we can enhance that."

First Citizens Bank is a family-owned community bank headquartered in Mason City, IA, and serves eight North Iowa communities and one Minnesota community. First Citizens was founded in Charles City, IA in 1973. In 1994, the bank merged with its four subsidiary banks and moved their headquarters to Mason City. First Citizens Bank adopted its current name in 2016. First Citizens is a community bank with a progressive vision and a commitment to serving its communities.

The Corridor is passionate about working to build for the success of our people and businesses. If you or your business would like to discuss partnership or investor opportunities to support the economic development of our communities, please contact Chad Schreck at [cschreck@northiowacorridor.com](mailto:cschreck@northiowacorridor.com), or 641-423-0315.

**CHAD SCHRECK**  
PRESIDENT & CEO  
[cschreck@northiowacorridor.com](mailto:cschreck@northiowacorridor.com)

**SHAUN ARNESON**  
VP, EXISTING BUSINESS & PROJECT  
MANAGEMENT  
[sarneson@northiowacorridor.com](mailto:sarneson@northiowacorridor.com)

**HUNTER CALLANAN**  
WORKFORCE SPECIALIST  
[hcallanan@northiowacorridor.com](mailto:hcallanan@northiowacorridor.com)

**JOYCE MARTIN**  
MARKETING & COMMUNICATIONS  
COORDINATOR  
[jmartin@northiowacorridor.com](mailto:jmartin@northiowacorridor.com)



## North Iowa Business Takes First Place at Statewide Venture School Launch Day Pitch Competition



Jayson Ryner, founder of ReEnvision Ag, LLC, took first place at the statewide Venture School Launch Day Pitch Competition event held virtually June 3-4, 2020. Ryner was one of three NIACC Pappajohn Center Venture School graduates selected as the top twelve finalists from a pool of over 100 graduates. The graduates were chosen by the team of statewide instructors and are invited to pitch to a panel of judges for a chance to win seed money for their business ideas. All twelve competitors will win at least \$1,000 in seed money. Five of the strongest teams were selected to pitch in the final round and a total of \$31,000 was awarded. *“We were delighted to have 3 teams from our cohorts competing this year. All of our graduates competed well and have a solid foundation in place for building their businesses.”* said Candi Karsjens, the lead instructor for the NIACC Pappajohn Center Venture School.

The three teams selected:

- Jayson Ryner, ReEnvision Ag - Fall 2019 cohort – First Place and the Technology Award
- Shelby Pohlman, Kidtastic Salons - Spring 2020 cohort
- Jonathan Morrison, DIBBS - Spring 2020 cohort

ReEnvision Ag, LLC also received the technology award of \$1,000 given to the company with the best emerging technology. ReEnvision Ag, LLC is developing a unique solution for farmers growing row crops to allow them to maximize yield and profit potential by planting seeds more efficiently.

Ryner felt he gained invaluable resources from participating in the Venture School program. *“This is a fantastic honor at the end of my Venture School Journey. I have learned so much from all of the mentors, teachers and other businesses.”* he stated.

The statewide Venture School Launch Day event is held in conjunction with EntreFEST which is an annual two-day conference celebrating the spirit of entrepreneurship and innovation, where professionals at every level come together to share ideas and own their success.

### Upcoming Events

#### Start Smart Workshop

July 15— 6:00—8:00 pm; Zoom Online Session

Registration is required to get the Zoom link, contact Mary Spitz-SBDC office at NIACC: 641.422.4111 or [mary.spitz@niacc.edu](mailto:mary.spitz@niacc.edu).



[www.niacc.edu/pappajohn](http://www.niacc.edu/pappajohn)  
500 College Drive, Ste 120  
Mason City, IA 50401

# Annual Meeting Save the Date



Thursday, October 1, 2020  
The Music Man Square  
308 S Pennsylvania Ave

Save the date for the Chamber's 104th Annual Meeting, Thursday, October 1 at The Music Man Square. The program will take a look back on the year's events and successes and while members enjoy the popular "Taste of North Iowa" luncheon!



## Global Trips

Due to the pandemic, the Chamber has canceled trips planned for 2020, but will continue offering trips, as soon as it is safe to travel.

Stay tuned for more information on rescheduling the Russia and India trips in late 2021 or into 2022, and for the many trips into the future.

We will travel together again... soon.

## Community Concierge Update

As local employers grapple with the impact of the COVID-19 pandemic, the county's unemployment rate, which had been hovering around 2.5% for more than a year, has increased significantly, and the region isn't yet prepared for the "new normal."

However, the difficult task of recruiting and retaining highly-skilled and middle-skilled workers will continue to limit North Iowa's economic potential. Three years ago, the Chamber responded to this need by creating a new business line—the **Community Concierge** service.



Stephanie Arneson  
Community Concierge

Stephanie Arneson is now serving in the role of Community Concierge at the Chamber. She is a native North Iowan and has an enviable depth and breadth of knowledge about the region. The Community Concierge program provides the following "high touch" relocation/retention services for high-value employees and their families:

- A personalized, guided tour of the area
- A customized "welcome basket" for visiting candidates
- Assistance with employment for a "trailing spouse"
- Connections with principals and/or educators at local schools (and tours upon request)
- Assistance in locating quality rental and permanent housing
- Connections with local daycare providers (centers and in-home options)
- Introduction to service clubs, churches, and volunteer opportunities
- An on-going touchstone for future resources and referrals once the employee is settled in to the community.

To access **Community Concierge** services for your business, contact Stephanie at [sarneson@masoncityia.com](mailto:sarneson@masoncityia.com).

## New Event: Chamber Cup

The Chamber is excited to present a new event - **Chamber Cup**! This half day event is scheduled for September 17, 2020. Wanting to boost company morale during these challenging times or incentivize your employees for their hard work? THIS is the event for you!

The **Chamber Cup** is an adult field day and team-building competition like no other. Businesses may enter teams of 4 people to compete in numerous challenges. Activities include a hula hoop competition, high heel power walk, and office chair racing, to name a few. Events will vary in skill sets, but it's important to note that this event does not require one to be an athlete. It's all about having fun!

To participate, a team of 4 costs \$100. Due to the pandemic and precautionary standards, the number of teams allowed to participate will be limited. For more information or to register, contact Kativa Weitzel at the Chamber office at 641.423.5724 or [kweitzel@masoncityia.com](mailto:kweitzel@masoncityia.com).





## Ribbon Cuttings Resume in July!

The Chamber Ambassadors are looking forward to getting “back to business” and resume ribbon cutting events! If you are a new Chamber member, have recently renovated your business, or have recently opened a new location, the Ambassadors would love to celebrate with you.

Contact Membership Director Colleen Frein at [cfrein@masoncityia.com](mailto:cfrein@masoncityia.com) or use the online ribbon cutting request form on the Chamber website.



## CEO Conversations

Steve Doerfler, President & CEO of Metalcraft shared his leadership journey and gave advice to business leaders in June’s virtual session of *CEO Conversations*. Steve shared what it took to keep his company productive and keep his team’s health at the top of the priority list during these uncertain times. He advised young leaders to read more, seek mentors, and listen to other perspectives.



Steve Doerfler  
President & CEO,  
Metalcraft



The next session of *CEO Conversations* is August 13, 2020 with Steve Sukup, President & CEO of Sukup Manufacturing and Kurt Herbrechtsmeyer the President & CEO of First Security Bank. Register online at [masoncityia.com](http://masoncityia.com) or contact Kativa ([kweitzel@masoncityia.com](mailto:kweitzel@masoncityia.com)).

## Premier Members

Thank you to the Premier Members who have gone above and beyond in their support of the Chamber programs, events, and the *North Iowa Band Festival*. These members have made commitments to Investor Packages or supported the many events, sponsorships, and marketing opportunities of the Chamber.

### GOLD \$6,000+

Cargill Protein ▪ Clear Lake Bank & Trust Co. ▪ First Citizens Bank ▪ Holiday Inn Express and Suites - Mason City ▪ Jane Fischer and Associates LLC ▪ MercyOne North Iowa Medical Center ▪ POET Biorefining - Hanlontown

### SILVER \$3,000-\$5,999

Century 21 Preferred ▪ Diamond Jo Casino - Worth Co. ▪ North Iowa Area Community College

### BRONZE \$1,000-\$2,999

98.7 Kiss Country / 103.7 The Fox / KIOW 107.3 / KCHA 95.9 ▪ Bergland + Cram Architects CENT Credit Union ▪ Farmers State Bank ▪ First Security Bank ▪ Henkel Construction Co. NSB Bank ▪ REG Mason City, LLC ▪ Smithfield ▪ Wells Fargo Bank ▪ Young Construction of North Iowa

## Wellness

### Mental Health During Hard Times

While North Iowa is working on “getting back to normal,” the effects of COVID-19 on mental health are still very real. The Chamber hosted a webinar in May which touched on mental health during the pandemic and coping with how it is affecting our lives.

During this webinar, Pastor Dan Gerriets of Trinity Lutheran Church presented about “Living and Leading through COVID-19.” During this unprecedented time, Pastor Gerriets reassured participants that feeling uneasy, sad, at a loss for words, or even scared - is normal. He said, “we are in the same storm but in different boats. How each of us reacts to having an ever-changing unknown schedule is different. Don’t expect your children to feel how you do, don’t expect your co-workers to, either.”

Gerriets outlined that some of these feelings are part of the grieving process. People are grieving the loss of normalcy, the fear of the economic toll, loss of connection with others, and uprooted daily routines. The five stages of grief include (in no particular order) denial, anger, bargaining, sadness, and acceptance.

Ways to cope with tough emotions include practicing living in the present, letting go of what you can’t control, and stocking up on compassion. You’ve got this – together we are #NorthIowaStrong!

Those interested in joining the Worksite Wellness committee to help plan the Moonlight Bike Ride, Workplace Seminars, and various other wellness related programs, may contact Kativa Weitzel at [kweitzel@masoncityia.com](mailto:kweitzel@masoncityia.com).

# Chamber Leadership

## Executive Committee

Tyler Kerr, Chairman of the Board  
*REG Mason City, LLC*

Andy Meyer, Chair Elect  
*Bergland+Cram Architects*

Rodney Huber, Past Chairman  
*Huber Supply Co.*

Danielle Pace, Treasurer  
*Clear Lake Bank & Trust Co.*

Jane Fischer, Community & Membership  
Division Vice President  
*Jane Fischer & Associates, LLC*

Scott Smith, Government Affairs  
Division Vice President  
*Diamond Jo Casino - Worth Co.*

Dr. Steve Schulz, Workforce & Leadership  
Division Vice President  
*North Iowa Area Community College*

Jeff Gribben, Small Business  
Division Vice President  
*First Citizens Bank*

## Board of Directors

Andrew Johnston, *Heiny, McManigal, Duffy, Stambaugh & Anderson, PLC*

Janelle Kruger, *Kraft Heinz*

Dr. Paul Manternach, *MercyOne North Iowa Medical Center*

Jamie Nelson, *98.7 KISS Country/103.7 The Fox*

Dr. Noemi Cruz-Orcutt, *Mint Springs Dentistry*

Bill Phillips, *Henkel Construction Company*

Evan Raulie, *Smithfield*

Jessica Reith, *Cargill Protein*

Jaci Smith, *Globe Gazette*

Bert Vigen, *Nordic Home Improvements*

Katie Wold, *Market 124*

Dan Young, *Young Construction of North Iowa*

## Staff

Robin Anderson, CCE, IOM  
President & Chief Executive Officer  
*randerson@masoncityia.com*

Allyson Krull, IOM  
Marketing & Leadership Development  
Director  
*akrull@masoncityia.com*

Colleen Frein, IOM  
Membership Director  
*cfrein@masoncityia.com*

Katya Weitzel  
Program Director  
*kweitzel@masoncityia.com*

Stephanie Arneson  
Service & Operations Director/Community  
Concierge  
*sarneson@masoncityia.com*

This is a Mason City Chamber of Commerce Publication.  
Mason City, Iowa 50401 641.423.5724

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. Postmaster: 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

### Networking Events

Tuesday  
**July 7**

**Ribbon Cutting - CFO Systems | 11:45AM**

3rd Floor Event Room | Commerce Center | 9 N Federal Ave

**Ribbon Cutting - Dance Arts Centre | 12:45PM**

Dance Arts Centre | 100 S Federal Ave, Ste 108

**Ribbon Cutting - The Happy Donkey | 1PM**

The Happy Donkey | 5 S Federal Ave

Wednesday  
**July 15**

**Ribbon Cutting - Achieve TMS Central | Noon**

Achieve TMS Central | 320 N Eisenhower Ave

Thursday  
**July 30**

**Golf Outing | 10AM-6PM**

Mason City Country Club | 3331 19th St SW

### Get Involved/Committee Meetings

Tuesday  
**July 7**

**Ambassador Meeting | Noon-1PM**

3rd Floor Event Room | Commerce Center | 9 N Federal Ave

Wednesday  
**July 8**

**Agribusiness Meeting | 8-9AM**

Band Festival Room | Commerce Center | 9 N Federal Ave

Wednesday  
**July 15**

**Program Committee | Noon-1PM**

Band Festival Room | Commerce Center | 9 N Federal Ave

Tuesday  
**July 21**

**Wellness Committee | 3-4PM**

Board Room | Commerce Center | 9 N Federal Ave

Wednesday  
**July 22**

**Chamber Board Meeting | 7-8AM**

3rd Floor Event Room | Commerce Center | 9 N Federal Ave

**August 13 | CEO Conversations**

**August 21 | Moonlight Bike Ride**

**August 27 | New Member Luncheon**

**August TBD | Ag Breakfast**