



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



VOTE NOVEMBER 3

It's our right.
It's our responsibility.
Remember to cast your vote in
the November 3 election.

IN THIS ISSUE

- 2 From the President
Welcome New Board Members
- 3 Leadership North Iowa 2020
Operation Thank You - Dec 10
- 4 CG Public Health
Weitzel Earns ServSafe Credentials
- 5 Picture Day - Save the Date
Life in North Iowa is a Bargain
- 10 Lt. Governor Visits YIELD Students
Ribbon Cuttings
Chamber Bucks
- 11 Fall Event Recap
Wellness
- 12 Upcoming Events

Breaking Glass Leadership Series

November's **Breaking Glass**, sponsored by Clear Lake Bank & Trust, features Mason City native, Sarah Stanton Kurz. This session will be held from 8-9:30AM on Thursday, November 19 at the Commerce Center.

Sarah is a graduate of the University of Iowa's Tippie School of Business and also holds an MBA in Business Management. She began her career in the Motorola call center in Chicago. After ten years of learning the in's and out's of workplace policy, she took another risk and started her own consulting business - Project & Process Solutions. Sarah has contracts with the NCAA, global meat manufacturers, and several large agricultural companies, each of which is a male-dominated industry.



Sarah Stanton Kurz
Project & Process
Solutions

Sarah is excited to come back "home" and share her career journey. She describes it as nothing and everything that she imagined. According to Sarah, she adheres to her business philosophy: "Do not ASK for a seat at the table, pull out a chair and sit down."

Sponsored by:



Tickets are \$10 for Chamber members and \$20 for non-members. To register, contact Kativa Weitzel (kweitzel@masoncityia.com) or visit masoncityia.com.

CEO Conversations



Mark Hewitt
Clear Lake Bank
& Trust

Clear Lake Bank & Trust's Mark Hewitt will lead the discussion at the next **CEO Conversations**, scheduled from 11:30AM to 1PM on Thursday, November 19 at the Commerce Center. This educational series features well-recognized CEOs in a small group gathering where participants can glean sage advice to further their careers. Physical distancing and sanitation measures will be in place for a safe meeting.

Mark Hewitt started his banking career in 1985 and worked for two large regional banks prior to joining CLB&T. Hewitt currently serves on the boards of MercyOne North Iowa Medical Center and the Drake University College of Business and Public Administration. He is a past board member of the Federal Reserve Bank of Chicago and

locally has served in numerous volunteer capacities including the board of United Way of North Central Iowa. Under Mark's leadership, CLB&T has tripled in size to more than \$440M in assets and 100 employees.

CEO Conversations sessions are limited to 20 guests to encourage thoughtful and open interaction. Tickets are \$20 each and include lunch. A virtual zoom option is available upon request. Contact Kativa Weitzel (kweitzel@masoncityia.com) for more information or to register.

The **CEO Conversations** series is sponsored by First Citizens Bank.

New Members



ADVANCE ALARM SERVICES
Casey Waechter, Owner
Mason City, IA 50401
(641) 450-1406
info@advancealarmservices.com
www.advancealarmservices.com

Advance Alarm Services is a local fire and security specialist company that provides design, sales, installation, and services for residential, commercial, and industrial properties.

AQUARIUS TAX & BOOKKEEPING
James Eilders, Owner
317 N 7th St
Clear Lake, IA 50428
(641) 450-1300
office@aquariustb.com
aquariustb.com

Aquarius Tax & Bookkeeping services are dedicated to making your life easier and all aspects of your tax and bookkeeping needs efficient and enjoyable. They specialize in hospitality accounting and bookkeeping.

PLAIN OL' PUMPKINS
Andy Meyer, Owner
4333 260th St
Clear Lake, IA 50428
(515) 341-2822
plainolpumpkins@gmail.com

Come out to Plain Ol' Pumpkins for old fashion family fun! U-pick pumpkins, corn maze, corn pool, hay rides, truck slide, slingshots, wagon b-ball, pedal tractors, light concessions and more!

From the President

A Time for Gratitude

I'm sick of political advertisements, sniping on social media, and this pandemic. However, I'm full of resolve to adjust my attitude and soldier on...because the world keeps spinning whether I'm feeling crabby or happy.



Robin Anderson
President & CEO

Actually, we have much to be thankful for in North Iowa. And in this traditional month of gratitude, these are some of the things I'm grateful for today:

- I am thankful for the guest speakers at our **Breaking Glass** and **CEO Conversation** events who generously share their experiences with our next generation of leaders.
- Chamber members have shown their support to our staff in a BIG way recently. Thank you for your kind words, notes, and emails about the 104th **Annual Meeting**. In addition, thanks for the social media posts and other expressions of appreciation on October 21 for "Support Your Chamber of Commerce Day."
- Not only is North Iowa a great place to live, but our cost of living is among the lowest in the U.S. I'm thankful our paychecks stretch farther here!
- Thanks to Lieutenant Governor Adam Gregg for speaking to our high school leadership class and encouraging them to work hard and volunteer in our community.
- I'm so thankful for the way North Iowans have embraced our efforts to increase public art. The Chamber works hard on projects like the sculpture walk, murals, and the utility box wraps—and it is gratifying to know it is appreciated!

Happy Thanksgiving to you and yours. Stay safe and well.

Welcome New Board Members

Each year, up to five members are elected to serve a three-year term on the Chamber Board of Directors, and the board chair makes up to three appointments to serve one-year terms.

The 2020-21 Board of Directors welcomes the following new members:

3 Year Terms:

1 Year Term:



Mary Amsbaugh
Sukup
Manufacturing



Kyle Bernel
Metalcraft



Michael Davis
IOOF Home &
Community Therapy
Center



Matt Leibrand
Stoney Creek
Hospitality
Corporation



Katy Showalter
Window World of
Mason City



Drew Gappa
NSB Bank

Leadership North Iowa 2020

The **Leadership North Iowa (LNI)** program is designed to identify and develop future leaders in the community. Programming provides lifelong learning and networking by connecting students with emerging and established leaders. Participants learn leadership skills and complete a service project for community betterment. Additionally, employers benefit from employees who are more engaged in their community, have a greater appreciation of North Iowa, and are more committed to staying in the area.

The 2021 program is slated to begin January 7 (in-person with masks and physical distancing). A virtual option will be offered for those who cannot attend in person. Participants will have the opportunity to exhibit their flexibility and patience as organizers make adjustments to safely offer sessions and tours.

TUITION

Tuition for **LNI** is \$395 for Chamber members or \$500 for non-members; and includes \$50 toward a service club membership of choice, instruction fees, study materials, refreshments, and graduation reception. Tuition may be paid by the employer, sponsoring organizations, or by the participant.

TIME COMMITMENT

Each participant is expected to attend class sessions held every Thursday, January 7 through March 25, with a graduation ceremony on April 1. Class times vary; most sessions are 2-3 hours during the workday.

REGISTRATION

Due to limited enrollment, applicants are encouraged to register soon to ensure acceptance into the program. Registration forms can be found online at masoncityia.com or by contacting Allyson Krull at the Chamber (akrull@masoncityia.com or 641.423.5724).



Operation Thank You - December 10

Chamber staff and volunteers are preparing for December's **Operation Thank You**, and like many other things in 2020, this year's event will look a little different. The Chamber is teaming up with First Citizens Bank to host an **Operation Thank You** Open House from 8AM-4:30PM on Thursday, December 10 at the Commerce Center.

This year's theme is, appropriately, "North Iowa Strong: Something Good." Members are invited to drop by anytime to pick up their 2021 Membership Packet, enjoy some pre-packaged holiday treats, and celebrate the "good" that happened over the past year. Attendees may think about a positive thing that happened – either in their business or in their personal lives – and add their "something good" to a mosaic of other celebratory notes.

Packets that are not picked up during the open house will be delivered to members the following week. Due to the pandemic, packets for businesses with five or fewer employees will be mailed, others will be dropped off by a volunteer. Membership Packets include a 2021 Membership Certificate, 2021 "North Iowa's Best Businesses" Membership Directory, the Community Profile Magazine, and 2021 **CMO (Chamber Member Only) Cards**.

Membership Renewals

Congratulations to the Chamber members celebrating membership anniversaries in October and November!

One Hundred Plus Years
United Sugars Corporation (112)

Eighty Plus Years
Globe Gazette (86)
Northwestern Mutual Wealth Management Company (80)

Sixty Plus Years
Blackmore Nursery, Inc. (63)
Metalcraft, Inc. (62)
Hogan-Bremer-Moore Colonial Chapel (60)
Holtz Realty (60)

Fifty Plus Years
Hy-Vee Drugstore (51)
Budweiser of Mason City (50)
Good Shepherd, Inc (50)

Forty Plus Years
Iowa Heartland Credit Union (48)
Farm Credit Services of America (46)
Dental Center of North Iowa (40)
KCMR-FM Inspiration 97.9FM (40)
North Iowa Events Center (40)

Thirty Plus Years
Hawkeye Auto Body (38)
Northwestern Steakhouse (38)
Wayne's (37)
Buena Vista University - Online Sites & Graduate Programs (36)
Dr. Robert J. Friedrichs (36)
Martin Marietta (34)
Mason City Youth Hockey Association (33)
Pamela Little, Inc. (33)
Smithfield (33)
Mason City Country Club (31)
SA Architects (31)
Mason City Lumber (31)
Mason City Tire Service (31)
ATURA Architecture (30)
Larry Elwood Construction, Inc. (30)

Membership Renewals (cont.)

Twenty Plus Years

AgriCare Farm Management, Inc. (29)

US Cellular (29)

Landfill of North Iowa (29)

Mason City Glass Service (28)

One Vision (27)

Monroe Storage, LLC (26)

Spatial Designs Architects & Consultants (26)

Woodharbor Custom Cabinetry & Design Showroom (26)

AmericInn Clear Lake (25)

Mason City Jaycees (23)

Cupola Inn Bed & Breakfast (23)

Goodwill of the Great Plains (23)

Storey Kenworthy (23)

Mediacom (23)

Country Meadow Place Assisted Living and Memory Care (23)

Accord Architecture (23)

Rye Construction, Inc. (23)

Culligan Water Conditioning (23)

Atlas Mini-Warehouses (23)

Schoneman, REALTORS (21)

Enterprise Rent-A-Car (20)

Fifteen Plus Years

Touched by Grace (19)

Alpha Media USA -

KLSS,KGLO,KIAI,KYTC,KRIB (19)

Martin Brothers Food Market (19)

Domino's Pizza (16)

Brown, Kinsey, Funkhouser & Lander, PLC (15)

Noddle Companies/Plaza West (15)

Kramer Ace Hardware (15)

Ten Plus Years

Hank's Plumbing Inc. (14)

Petersen Plaza (14)

98.7 KISS Country / 103.7 The Fox / KIOU 107.3 / KCHA 95.9 (13)

Masonite International (13)

Buffalo Wild Wings (13)

Edward Jones - David Stine | Missy Freund (13)

North Iowa Youth Center (13)

SERVPRO of Mason City (12)

Sun Tan City (12)

Big O Tires (11)

Taco John's (11)

A. H. Hermel Co. (11)

CG Public Health

Guest Article from CG Public Health: COVID-19 Vaccine Strategy

Currently, the Iowa Department of Public Health (IDPH) is developing a strategy to ensure broad-based access to an FDA approved COVID-19 vaccine, once it is available. Immunization will be critical to reduce COVID-19 related illnesses, hospitalizations, and deaths. A vaccine provides the best assistance in restoring societal and economic functions to pre-pandemic levels.

CG Public Health (CGPH) is working with IDPH to identify vulnerable populations and those who serve them to prioritize vaccine administration in Cerro Gordo County. The first priority will be providing vaccines to people who are critical to pandemic response such as care givers and people who maintain critical infrastructure, as well as those who are at highest risk for developing severe illness from COVID-19 infection.

CGPH has been in contact with local healthcare providers to ensure they are positioned to receive and administer vaccine to workers and others in priority groups. In addition, CGPH is planning for mass vaccination clinics once the vaccine becomes available in larger supplies.

It is important to remember the vaccine will likely be released in very small volumes and in planned phases. The public should not expect the vaccine to be available to the general population immediately. When it is available, CGPH will endeavor to make the vaccine easily accessible. The CGPH team is investigating avenues such as a drive-thru clinic with a wide-range of hours of operation.

The health and wellbeing of our communities is paramount to the CGPH mission. The department appreciates the support it has received from business partners and the community.



PUBLICHEALTH
healthier together

Weitzel Earns ServSafe Credentials

Food is served at the majority of Chamber events, and with the increased emphasis on safety and sanitation, Program Director Kativa Weitzel completed the course work and examination to earn the ServSafe Manager certification.

The ServSafe® program was developed by the National Restaurant Association with the help of food service industry experts to handle food sanitation risks. The ServSafe Food Protection Manager is the highest level of certification and is awarded following successful completion of an examination focusing on six aspects of food service that can affect food safety:

- Foodborne Microorganisms and Allergens
- Personal Hygiene
- Purchasing, Receiving, and Storage
- Preparation, Cooking, and Serving
- Facilities, Cleaning/Sanitizing, and Pest Control
- Regulatory Authorities



Kativa Weitzel
Program Director

For more information about the ServSafe program, contact ISU Extension.

Picture Day - Save the Date!

Save the date for **Picture Day** on January 7 at the Commerce Center. This a great opportunity for Chamber members to update their professional head shot for a bargain price of \$40. Anthony Djuren Fotography will be on site from 10:30AM-2:30PM to provide lighting, a backdrop, and a retouched electronic image.

As an added bonus, use this opportunity to enhance your business listing on the Chamber's website. A staff member will walk you through the Membership Information Center (MIC) and help you look your best online! Add details to your business listing in the Chamber's online directory, learn how to create events for the online calendar, add photos, post news releases, and more!



Life in North Iowa is a Bargain!

Mason City continues to rank favorably among Midwest communities in the most recent Cost of Living Index Report. The Chamber of Commerce participates in research to assist the Council for Community and Economic Research (C2ER) in producing the quarterly index. Raw data from 273 metropolitan and micropolitan areas across the United States is analyzed to compare the cost of living in various geographic locations. The index is based on six components—housing, utilities, groceries, transportation, health care, and miscellaneous goods and services.

A score of 100.0 represents the national average; scores over 100.0 indicate a higher living cost, and scores below indicate a lower-than-average cost. Mason City's score of 88.9 compares very favorably to other cities in Iowa and surrounding states: Dubuque (90.0), Ames (98.7), Peoria (91.1), St. Cloud (101.1), Sioux Falls (103.4) and Lincoln (95.0).

According to Chamber President Robin Anderson, living costs in Mason City continue to be a good value, especially during the pandemic. "Mason City consistently ranks as one of the most cost-effective places to live. In the last report, the cost of groceries was significantly lower than other places in the Midwest," she said. "With more people at home during the day, and more people cooking meals, this is a significant bellwether." Mason City's grocery index is 89.9 compared to Honolulu at 176.8, New York at 151.7, and Juneau at 136.6. While waiting out the pandemic in Hawaii sounds appealing, supply chain disruptions have resulted in staggering increases in consumable goods.

As a point of reference, the most expensive place to live in the most recent survey is Manhattan in New York City with a composite score of 248.6, which is more than twice the national average. The least expensive is Harlingen, TX with a score of 75.6, which places it more than 20 percent below the national average.

For more information on the Council for Community and Economic Research and the quarterly Cost of Living Index Report, contact the Chamber.



Membership Renewals (cont.)

Ten Plus Years (cont.)

Sherwin-Williams (11)
WebWise Solutions, Inc. (11)
Young Construction of North Iowa (11)
Holiday Inn Express and Suites - Mason City (10)

Five Plus Years

Praise Community Church (9)
State Street Deli (9)
SkyWorks Crane Inc. (8)
ITC Midwest (8)
Mason City Noon Lions (8)
Clear Lake Arts Center (8)
Tug's Daycare & Preschool (8)
G8 Development Inc. (7)
Wheel Man Auto LLC (7)
Aaron's (7)
Crescent Electric Supply Company (7)
Gary Wattnem (7)
REG Mason City, LLC (7)
Arby's DRM Inc. (7)
North Iowa Collision Center (7)
1910 GRILLÉ (6)
First United Methodist Church (6)
Legacy Manor of Mason City (6)
Grace United Methodist Church (6)
Gary & Sharon Lindgren (5)
Main Event (5)
TRIBE Training & Athletics (5)
Awe'z Sandwich Shop (formerly Pro's) (5)

One Plus Years

All Things Advertising (4)
COUNSEL (4)
Creative Sound (4)
Fat Hill Brewing (4)
Art on the Plaza (4)
Frein Audio & Technology (4)
Gourley, Rehkemper & Lindholm PLC (4)
North Iowa Figure Skating Club (4)
Runde Real Estate (4)
Premier Polysteel (4)
Mason City Noon Kiwanis (4)
TDK Real Estate (4)
Ashley Furniture Homestore (3)
Community Health Center of Mason City (2)



Report shows increase in visitor spending in Cerro Gordo County

Tourism numbers for 2019 show tourism-related expenditures in Cerro Gordo County totaled \$221.36 million. The data comes from an annual study by the U.S. Travel Association, commissioned by the Iowa Tourism Office.

Tourism impact highlights for 2019:

- Domestic traveler spending in Iowa totaled nearly \$9.3 billion during 2019, representing an increase of 3% from 2018.
- Cerro Gordo County ranks #11 in the state for the amount of visitor spending compared to the other 98 counties in Iowa.
- The travel and tourism industry in Cerro Gordo County directly employs about 1,590 people.
- The total payroll generated by the tourism industry in Cerro Gordo was \$30.87 million.
- State tax revenue generated in Cerro Gordo County totaled \$12.79 million.
- \$3.8 million in local taxes were generated by travel-related expenditures in Cerro Gordo County.

We're proud of our partnership with the Clear Lake Area Chamber of Commerce and our collaborative efforts to promote local attractions, businesses, and experiences that make our area a desirable destination for overnight visitors.

The numbers confirm the strength of our local tourism industry as an anchor of economic development. 2020 began with an upswing in hotel occupancy, revenues, and visitor spending. We were prepared to welcome a record number of visitors to our county. Of course, that changed very quickly at the on-set of the COVID-19 pandemic. But we met the crisis head-on and continue to shift and adjust our recovery efforts.

Our plan for the ahead is ever evolving, but we're hopeful that with our convenient location as a drive market and the benefits of being a rural area, we will weather the crisis and tourism will rebound stronger than ever. After all, we are North Iowa Strong.



Sponsorships available for Historic Site Signage

Visit Mason City and the Jefferson Highway Association are working together to identify historic sites along the Jefferson Highway in Mason City and the surrounding area. Sign markers are available for \$100 sponsorship by local businesses, organizations, or service clubs.

Contact Lindsey James at Visit Mason City (641.422.1663 / ljames@visitmasoncityiowa.com) to learn more.



November 2020

It's almost that time of year... Fa La La La Laaaa

Main Street Mason City has deployed a slew of Elves to plan a Jolly Holiday event of epic proportions for Saturday, November 28th in downtown Mason City. While they hammer out the details and wait for the paint to dry on their crafty works of art, they wanted me to share this little bit of information with each of you, so you can mark your calendars and get ready to have all the Holiday fun. By November 3rd – which is literally JUST around the corner – you need to be signed up for the 3rd annual Run with Rudolph 5K Fun Run/Walk. That is... if you want the incredibly soft and snuggly long-sleeved t-shirt for participating in the event. So get signed up now! It's only \$25 for the run. Or, if you choose to walk instead, that is only \$25 as well. The walk is the same as the run, except slower.



Oh, and did I mention this is a Holiday-themed costume event? Because it SURE IS!! Dress up in your favorite twinkly lights, transform into a sparkly snowflake, or just cover yourself head to toe in red and green.



There will be more details on the who, what, where, when and why of this awesome event coming soon. But for now, mark your calendar, get signed up and start planning your costume.

After the run/walk, feel free to enjoy the day in downtown Mason City with a little holiday shopping. But don't go too far, because at 4PM the "Backwards Parade" will begin. Running for two hours, this fun alternative to a traditional parade will give your kiddos the chance to get some fun treats and unique crafty gifts! I know it's not the same, but with the way this year has gone, it's better than nothing!



Also, at 5PM will be the official lighting of the Central Park tree. The perfect chance to "ooh" and "aah" after a fun-filled day of filling your cup with Holiday joy. A chance, if you will, to shut out the trials and tribulations of this tumultuous year and just enjoy the pretty lights on a tree! Keep a watchful eye for more details coming soon as you plan your trip Home for the Holidays!





BOARD OF DIRECTORS

Officers:

Robert Klocke, Chairman of the Board
First Citizens Bank

Diane Fischels, Vice Chair
Mercy Medical Center - North Iowa

Scott Smed, Treasurer
Bergland + Cram

Scott Smed, Secretary
Bergland + Cram Architects

Nate Carney, Past Chairman
Dean Snyder Construction

Directors:

Kent Brcka
Henkel Construction

Collin Davison
Heiny Law Firm

Mark Ebeling
City of Clear Lake

Christy Marchand
CFO Systems, LLC

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

NEW FACES AT THE CORRIDOR

A NEW MEMBER HAS BEEN NAMED TO THE NORTH IOWA CORRIDOR BOARD.

The Corridor is governed by a 20-member Board of Directors that works closely with local community development organizations, financial institutions, businesses, industries, as well as agencies and elected officials in local, county, state and federal government. Members are appointed both by our public partners and by way of a Nominating Committee. Nominations are accepted year-round



COLLIN DAVISON is a partner at Heiny Law Firm, Mason City. His practice includes both litigation, including commercial and personal injury, as well as transactions such as real estate and estate planning.

Collin earned his bachelor's degree in business from Drake University in 2009 and his law degree from the same institution in 2011. While studying law at Drake, he served as the Law Review's Editor-in-Chief.

Collin and his wife, Kristin, have two children. He has served on various community boards and committees, including the Iowa State Bar Association's Board of Governors. The balance of Collin's schedule is filled watching their sons at various sporting events.

PUBLIC HEALTH IS ECONOMIC HEALTH

As COVID-19 continues to affect our communities, by working together we can keep North Iowa healthy and open for business. The North Iowa Corridor has joined with our community partners in supporting the Mask of Wellness initiative.

This positive movement supports and promotes 'COVID-Conscious' businesses so together we can Keep North Iowa Open. Businesses can sign up and self-certify, pledging that they will take three simple actions to maintain the safety of employees and customers of their establishments:

- **MASKS:** Masks worn by every employee in all shared areas of the work environment
- **HYGIENE:** Practice personal, surface, and distance hygiene
- **HEALTH:** Conduct daily health self-certification

The Mask of Wellness program is available to anyone and takes only a minute. Sign up and self-certify your organization at www.maskofwellness.com.



CHAD SCHRECK
PRESIDENT & CEO
cschreck@northiowacorridor.com

SHAUN ARNESON
VP, EXISTING BUSINESS & PROJECT
MANAGEMENT
sarneson@northiowacorridor.com

HUNTER CALLANAN
WORKFORCE SPECIALIST
hcallanan@northiowacorridor.com

JOYCE MARTIN
MARKETING & COMMUNICATIONS
COORDINATOR
jmartin@northiowacorridor.com



PAPPAJOHN ENTREPRENEURIAL CENTER

The Entrepreneurial Edge

A NIACC John Pappajohn Entrepreneurial Center Publication



GLOBAL ENTREPRENEURSHIP WEEK

Global Entrepreneurship Week is **November 16-21 2020**. It is a collection of tens of thousands of activities, competitions and events in 170+ countries each November aimed at making it easier for anyone, anywhere to start and scale a company. Founded in 2008, GEW inspires millions each year to explore their potential while fostering connections and increasing collaboration within

their ecosystems to empower entrepreneurs and strengthen communities.

Diversity is a driver of innovation and economies suffer if a group of people are underrepresented or face structural barriers. Global Entrepreneurship Week reaches beyond traditional startup hubs, envisioning one global entrepreneurial ecosystem open to all. There are four themes for GEW 2020: **Ecosystems, Education, Inclusion, & Policy**. The Pappajohn Center will be hosting various events throughout the week in celebration of GEW.

Date	Event	Time
Monday Nov 16	<ul style="list-style-type: none"> NIACC campus student engagement activity Iowa SBDC—Survive to Thrive: The 3 Step Process to Restaurant Success (via Zoom) IASBDC Mobile in Charles City & Forest City, sponsored by Main Street Mason City for Shop Iowa Intro to 3D Printing (via Zoom) Entrepreneur Spotlight 	<ul style="list-style-type: none"> 12:30-1:30pm 3:30-5:00pm 8am-12pm; 1:30-4:30pm 4:30-6pm
Tuesday Nov 17	<ul style="list-style-type: none"> IABSDC Mobile, sponsored by Main Street Mason City for Shop Iowa TechTalk: Preparing the Future Workforce (via Zoom) Entrepreneur Spotlight 	<ul style="list-style-type: none"> 8am-4pm 5-7pm
Wednesday Nov 18	<ul style="list-style-type: none"> NIACC Entrepreneur Organization (NEO) Student Club meeting Start Smart Workshop (via Zoom) Intro to Onshape (via Zoom) Entrepreneur Spotlight 	<ul style="list-style-type: none"> 2:30-3:30pm 6-8pm 4:40-6pm
Thursday Nov 19	<ul style="list-style-type: none"> Venture School Launch Day Competition (via Zoom or in-person at NIACC Muse-Norris Conference Center with social distancing and masks required) Entrepreneur Spotlight 	<ul style="list-style-type: none"> 5:30-9pm
Friday Nov 20	<ul style="list-style-type: none"> Financial Friday Zoom presentation on updates on Paycheck Protection Program Entrepreneur Spotlight 	<ul style="list-style-type: none"> 9-10am
Saturday Nov 21	<ul style="list-style-type: none"> Intro to Onshape via Zoom 	<ul style="list-style-type: none"> 3-4:30pm

Upcoming Events

Start Smart Workshop

November 18: 6:00—8:00 pm; Zoom Online Session

Registration is required to get the Zoom link, contact Mary Spitz-SBDC office at NIACC: 641.422.4342 or mary.spitz@niacc.edu.



www.pappajohncenter.com
500 College Drive, Ste 120
Mason City, IA 50401

Membership Renewals (cont.)

One Plus Years (cont.)

JP Wealth Advisors (2)
Dharma Anatomy, LLC (2)
Living Free (2)
Trader Auction Company (1)
Icon Architectural Group (1)
Spring Lake Townhomes & Suites (1)
TimberCrest at Glen Oaks Community (1)
Sturges Tax & Accounting (1)
Thrivent - Todd Leet (1)
Central Gardens of North Iowa (1)
Community Partnerships Protecting Children (P4C) (1)

Be Our Guest

Tune in Friday mornings to the "Be Our Guest" program with Joe Malone at 8:40AM on KRIB 1490 AM. This program is sponsored by Alpha Media. Listen in for November's guests:

Nov 6	Clear Lake Bank & Trust Stephanie Hasebroek
Nov 13	Henkel Construction Co. Bill Phillips
Nov 20	1ST Insurance Dan Wunschel
Nov 27	Today's Your Day Lisa Lofing

Lt. Governor visits YIELD students

Recently, Lt. Governor Adam Gregg met with students from the 2020-21 **YIELD (Youth Investing Energy in Leadership Development)** class. Gregg shared his thoughts on leadership, as well as insight on what motivated him to seek a leadership position.

The **YIELD** students enjoyed the opportunity to speak candidly with a state elected official.



Ribbon Cuttings

One of the most memorable moments for a new business is cutting the ribbon on their new venture, and the Chamber is looking forward to getting back to celebrating this important milestone! The Chamber Ambassadors will resume Ribbon Cutting ceremonies, with some new measures in place to promote a safe environment for all involved. Ambassadors will wear masks and take steps to distance themselves appropriately during the event. If a business is a new member, has recently moved to a new location, made renovations, or is celebrating a milestone, the Chamber will help celebrate! Contact Membership Director Colleen Frein (cfrein@masoncityia.com) for more information.

Chamber Bucks

The **Chamber Bucks** program is designed to support the North Iowa economy and Chamber members. Individuals and organizations may purchase **Chamber Bucks** to be spent only at member businesses (check the Chamber directory online for the most updated listing of members). **Chamber Bucks** are perfect for employee incentives, gifts for friends, corporate Christmas gifts, and birthday gifts.

Buying **Chamber Bucks**: Purchase from one of these local financial institutions: CENT Credit Union, Clear Lake Bank & Trust, First Citizens Bank, or NSB Bank. Minimum Denomination=\$5, Maximum=\$100.

Redeeming **Chamber Bucks**: When a customer presents a **Chamber Bucks** certificate for payment, simply redeem it for face value as one would a check. Change may be issued to the customer since the business will receive the full check amount.

What better way to stimulate the local economy than by keeping the money in North Iowa!



Fall Event Recap

The past couple of months have been jam-packed with fun and educational events for Chamber members. Thanks to all who participated and helped support the programming while keeping safety top-of-mind.

Network Walking - October 7

The Worksite Wellness Committee hosted *Network-Walking* in conjunction with the Iowa Healthiest State Initiative's Annual Walk. Twenty masked-up walkers enjoyed the River City Sculpture on Parade route while basking in the marvelous weather.



Annual Meeting - October 1

The Chamber celebrated 104 years of serving North Iowa on October 1st at the Cinema West Movie Theatre. Attendees dressed to the nines in Hollywood themed outfits to view "The Show Must Go On" year-in-review video compilation put together by Chamber staff honoring a *Distinguished Citizen, Business, Boss, and Ambassador of the Year*. For those who missed the show-stopping event, the video is posted on the Chamber website.



Breaking Glass Leadership Series - September 22

Deadra Stanton spoke to a full house (in-person & virtual attendees) at the September *Breaking Glass* session. Stanton encouraged women to learn leadership skills and actively engage to become better leaders. She remained true to her mantra, "Choose joy everyday" even during her bout with COVID-19. She opened up about the struggles, tribulations, and ultimately sincere GRATITUDE for the North Iowa Community.



Chamber Cup - September 19

Teams gathered in Central Park for the Chamber's inaugural *Chamber Cup* event in mid-September! Businesses participated in a multitude of team-building games that challenged their physical, mental and emotional skills. Events included a jump-roping competition, office relay, cheer contest, and office chair racing. Congratulations, winners!



1st: Chris' Kettle Corn



2nd: 98.7 KISS Country



3rd: Bergland + Cram

CEO Conversations - September 10

Tony Brownlee, President of Kingland, presented at the September *CEO Conversations* session. Brownlee shared COVID-19 best practices, his observations about productivity during the pandemic, and predictions for the future of working from home. The Kingland core values of Authenticity, Creativity, Excellence, and Ownership are embraced by employees and contribute to the firm's success.



Wellness

HEALTHIEST STATE INITIATIVE FALL CONFERENCE RECAP



The Iowa Healthiest State 5-2-1-0 Summit was held virtually in mid-October with a focus on "how to create an impact during tough times." Jami Haberl, President of the Healthiest State Initiative, welcomed guests to the summit.

Keynote speaker Angie Tagtow discussed creating optimal 5-2-1-0 impacts with I+PSE (Individual, Policy, Systems, Environment) strategies to better serve a community. With the ever-growing trend to 'get healthy,' community support is found to make the greatest difference. Breakout sessions included farm-to-school, the power of community collaboration, and exercising expressive education.

Between each speaker session a "Brain Wake" was held. This activity got attendees standing, stretching, and moving around during breaks. It's been found that physically activating the body throughout a conference or work day wakes up the brain, and 15-20 minutes of light activity between tasks creates more productive employees.

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

Chamber Leadership

Executive Committee

Andy Meyer, Chairman of the Board
Bergland+Cram Architects
Jane Fischer, Chair Elect and Community & Membership Division Vice President
Jane Fischer & Associates, LLC
Tyler Kerr, Past Chairman
REG Mason City, LLC
Danielle Pace, Treasurer
Clear Lake Bank & Trust Co.
Bill Phillips, Government Affairs Division Vice President
Henkel Construction Company
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

Mary Amsbaugh, *Sukup Manufacturing*
Kyle Bermel, *Metalcraft, Inc.*
Dr. Noemi Cruz-Orcutt, *Mint Springs Dentistry*
Michael Davis, *IOOF Home & Community Therapy Center*
Drew Gappa, *NSB Bank*
Andrew Johnston, *Heiny Law Firm*
Janelle Kruger, *Kraft Heinz*
Matt Leibrand, *Stoney Creek Hospitality*
Dr. Paul Manternach, *MercyOne North Iowa Medical Center*
Evan Raulie, *Smithfield*
Jessica Reith, *Cargill Protein*
Katy Showalter, *Window World of Mason City*
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
Colleen Frein, IOM
Membership Director
cfrein@masoncityia.com
Allyson Krull, IOM
Marketing & Leadership Development Director
akrull@masoncityia.com
Kativa 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

Professional Development

Thursday
Nov 19

Breaking Glass Leadership Series | 8-9:30AM

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

CEO Conversations - Mark Hewitt | 11:30AM-1PM

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

Get Involved/Committee Meetings

Tuesday
Nov 3

Ambassador Meeting | Noon-1PM

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

Wednesday
Nov 4

Agribusiness Committee | 8-9AM

Board Room | Commerce Center | 9 N Federal Ave

Wednesday
Nov 18

Board Meeting | Noon-1PM

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

Of Note

Election Day - November 3

Veteran's Day - November 11

The Commerce Center will be closed for the Thanksgiving Holiday, Thursday, November 26 and Friday, November 27.



December

December 10 | Operation Thank You

TBA | Breaking Glass