

■ CHAMBER NEWS

Time to do business in Brazil

The Ames Chamber of Commerce and Economic Development Commission, along with the Greater Des Moines Partnership, will co-lead a business mission to Brazil in October 2011. Participants will leave Des Moines Oct. 2 and will visit the cities of Sao Paulo and Rio de Janeiro, returning Oct. 11.

The Central Iowa delegation will explore new business opportunities in the South American country by meeting with Brazilian business leaders, U.S. Consulate staff, Iowa companies that have offices and staff working in Brazil, and other key contacts. The group will tour various business operations and explore potential foreign direct investment opportunities for Mid-Iowa. Participating businesses will also have the opportunity to participate in individual meetings with potential and existing buyers and distributors.

“Trade missions are an effective way for companies to enter into new international markets and expand their visibility in existing markets,” said Dan Culhane, president and CEO of the Ames Chamber and Economic Development Commission. “Building on our successful joint business mission to China in 2010, we are focusing on Brazil as it is



another large emerging international market with strong existing and potential ties to Iowa companies.”

In preparation for this trip, the Ames Chamber and the Partnership, working closely with the Iowa Department of Economic Development, will sponsor an Iowa-Brazil Business Forum on Thursday, May 19, at the Des Moines Area Community College campus in Ankeny. The Brazilian ambassador and Iowa Gov. Terry Branstad will speak during the

luncheon program. Details on registration can be found on the Ames Chamber website at www.ameschamber.com.

Registered participants for the business mission trip will leave from the Des Moines International Airport on Oct. 2 and return Oct. 11. The trip fee, which is estimated to be from \$3,500 to \$4,000 per person (depending on group size), will include round-trip airfare to and from Des Moines, high-quality accommodations in Sao Paulo and Rio de Janeiro, daily breakfast, three evening meals, all transfers fees to and from airports, daily bus transportation, group tour guides, luggage handling and ground transportation. The trip fee must be paid in full by June 30. Final cost, itinerary and registration details will be announced by the Ames Chamber and the Partnership no later than April 8.

Group orientation sessions will be this summer to confirm trip goals and objectives, to provide general information about Brazil and to review travel procedures.

For more information about the October Brazil mission, please contact Dan Culhane at (515) 232-2310 or dan@ameschamber.com; or Ron Hallenbeck at (515) 232-2310 or ron@ameschamber.com.

■ GOLF DAY

Golf Day will be May 20

It's time to get ready for the Ames Chamber of Commerce Annual Golf Day. Check your calendar and get your foursome ready for 18 holes on the afternoon of Friday, May 20, at the Ames Golf and Country Club. Cost to play is \$360 per foursome or \$90 per golfer, which includes green fees, cart, lunch and more. Nonchamber members are eligible to play with Chamber member teams but will be charged \$115 per golfer. Registrations will be available online through the Chamber website beginning Friday, April 15.

In the meantime, in addition to forming a team, we invite you to reserve your spot as a sponsor and take advantage of the opportunity to get your business name out to hundreds of business professionals. Sponsorship levels include:

- **Hole Sponsor:** \$250 (holes available on first-come first-serve basis) includes hole signage, advertising and approximately 200 golfers at your hole.

- **Beverage Sponsor:** \$100 includes signage
- **Prize Sponsor:** Donate new items in multiples of four (examples: gift certificates, golf supplies, food/beverage packages, gift baskets, event tickets, electronics, office gadgets, etc.)

Contact Crystal at crystal@ameschamber.com for more information.



Executive sponsor

The mission of the Ames Chamber of Commerce is to provide our members services that strengthen the economic vitality in Ames and enhance the quality of life in our community.



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CONTACT US

The **Chamber Update** newsletter is published by the **Ames Chamber of Commerce**, 1601 Golden Aspen Drive, Suite 110, Ames, IA, 50010; phone: (515) 232-2310; www.ameschamber.com; fax: (515) 232-6716.

BUSINESS IMPROVEMENT SEMINAR

Register for 'National Signing Day'

Thursday, April 21, 2011

8:30 a.m.: Registration

9 a.m. to noon: Presentation

Scheman Building, Iowa State Center

Register now for the Ames Chamber Business Improvement seminar, "National Signing Day: Sales, Marketing & Leadership Lessons from College Football," presented by Jeff Beals.

This insightful presentation shows audience members how to achieve greater leadership, sales and marketing success by highlighting a certain aspect of college football: "recruiting," the fascinating, high-stakes and brutally competitive process that matches talented young athletes with big-time college football powerhouses.

This presentation includes entertaining stories, showing you what it's actually like to be a coach on the road fighting to out-recruit his competition. These stories are then used to teach business and career lessons for people of any profession.

Registration for the April 21 Seminar is \$50 for Chamber members and \$80 for nonmembers. Take advantage of your Chamber membership and take part in this great professional development opportunity. Register on our website at www.ameschamber.com, or for more information, contact Crystal at (515) 232-2310 or crystal@ameschamber.com.

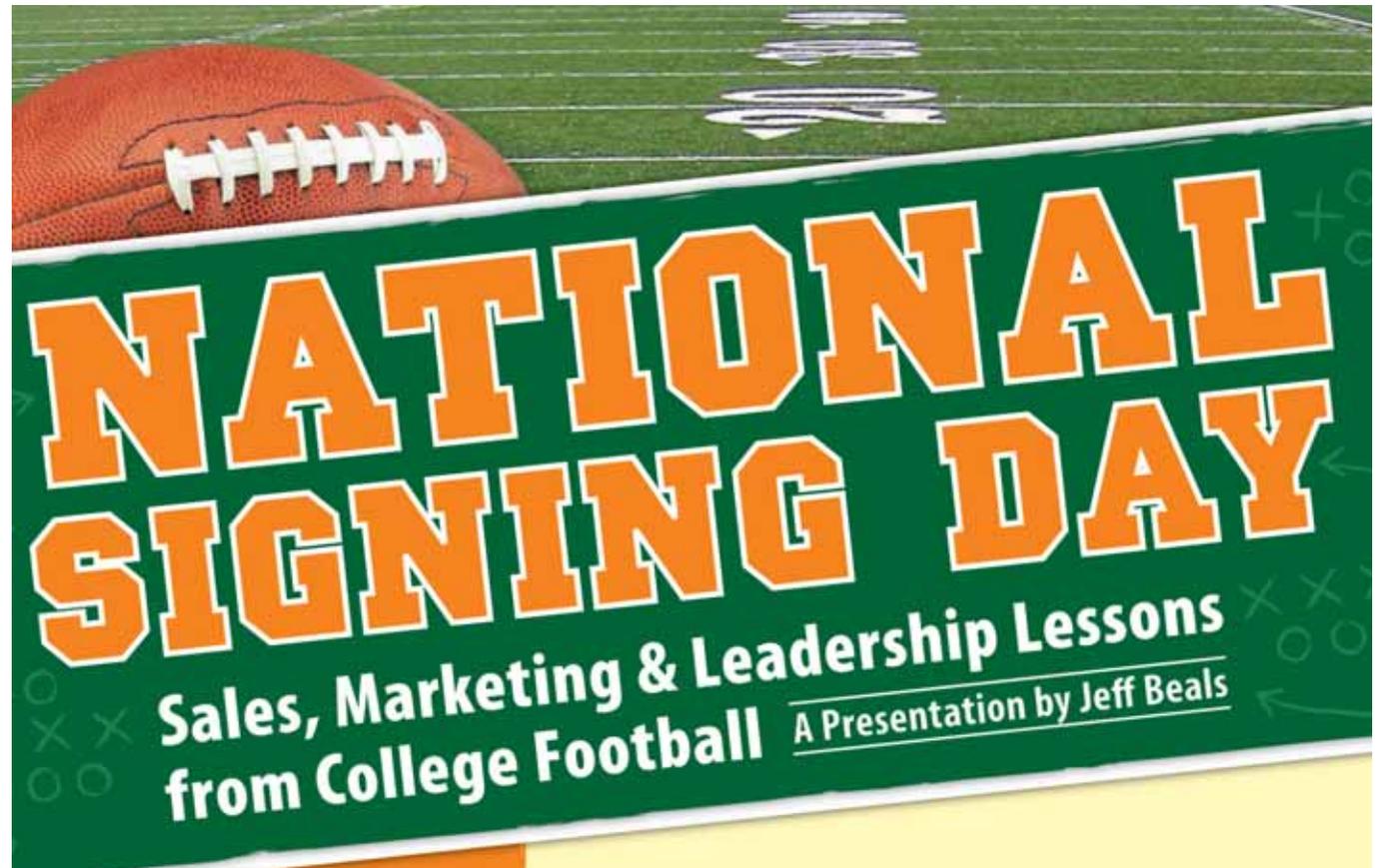
Speaker Profile: Jeff Beals

Back by popular demand, Jeff Beals is returning to the Ames area with his

take on leadership, sales and marketing success. Jeff presented to Ames Chamber members in the Fall of 2008 on "Self Marketing Power: Branding Yourself as a Business of One," based on his award winning book of the same title. Jeff is a commercial real estate professional and hosts radio and television shows. Earlier in his career, he was dean of student affairs at a private college and served as an adjunct faculty member at a major university. As a professional speaker, he travels the nation delivering business-success presentations to a variety of audiences.



Beals
speaker



■ YOUTH LEADERSHIP

Ames Class I focuses on local business and industry

The 2010-11 inaugural Youth Leadership Ames



Class spent their March session focusing on business and industry, sponsored by Renewable Energy Group.

The day's highlights included a hands-on activity making biodiesel, industry internship panel, learning about the role of banking in local business development and a tour of Sigler Printing.

Youth Leadership Ames program is designed to develop community leadership potential of area high school students in the Chamber member school districts and is facilitated by a joint effort of the Chamber Education Connections Committee and Young Professionals of Ames.

For more information, contact Crystal at crystal@ameschamber.com or call the Chamber office at (515) 232-2310.



CHAMBER OF COMMERCE PHOTO

Above: While at Renewable Energy Group, Youth Leadership Ames got a first-hand look at how biodiesel is made. From left to right are Sarah Azam, Bo Brammer, Melanie Chang, and Joe Korpi (Environmental Health and Safety Manager, Renewable Energy Group).

Below: Sam Schill, business development executive at Sigler Companies, shows the class an example of what type of products Sigler Printing can produce for a client.



■ BUSINESS TO BUSINESS

Thank you, participants

Thank you, Business to Business Expo participants. We'd like to thank all our members who participated in our 2011 Business-to-Business Expo, presented by corporate sponsor WebFilings on March 24 at Scheman. Partnered with the March Chamber Business After Hours, it was a great opportunity to see the terrific products and services that Ames area businesses have to offer. Check out the May issue of the Ames Business Monthly for photos from the Expo.



■ BUSINESS AT BREAKFAST

Come give your 'shameless plug'

7:30 a.m. Thursday, April 28, Jacquelyn's Photography, 406 Main Street

Join us Thursday, April 28, to give a two-minute "shameless plug" about your organization while handing out business cards, brochures and/or any other promotional materials that describe your business or organization. If you've never attended before, make this month your first.

We purposely keep this event small to ensure great one-on-one interaction with fellow Chamber members, so your RSVP is very important. Please contact the Chamber no later than noon on Tuesday, April 26, to attend. You may register with ease online at www.ameschamber.com or by calling Sarah at the Chamber office (515) 232-2310. The event and continental breakfast are free, but you must RSVP to participate. See you at breakfast.

■ LEGISLATIVE LUNCH

Register now to have lunch with your representative in April



April Legislative Lunch with U.S. Congressman Tom Latham
Noon, Friday, April 29,
(Doors open at 11:45 a.m.)
ISU Foundation,
2505 University Drive

Register now to attend this month's special Legislative Lunch for your opportunity to speak directly with our U.S. Rep. Tom Latham.

Congressman Latham will give an update on federal issues impacting business and the state of Iowa, and he'll respond to questions on the things that matter most to you. As we

approach redistricting in our state due to the loss of a Congressional seat, this is a crucial time to hear from a long-time public servant who is representing the interests of Iowa's Fourth District.

Please RSVP online at www.ameschamber.com by Wednesday, April 27.* The luncheon is open to current members of the Ames Chamber of Commerce. Your \$5 registration fee includes lunch.

The April Ames Chamber Legislative Luncheon is sponsored by: Ames HomeBuilders Association, HR Green, Knapp-Tedesco Insurance, Union Pacific, VenuWorks

**Registering your attendance online helps ensure accurate counts for meals and seating. Thank you for your assistance and cooperation.*

Upcoming Legislative Lunch forums

Mark your calendars for these opportunities to talk with elected officials representing your interests in Ames:

State legislative session wrap-up

- Noon to 1 p.m. Friday, May 13, (doors open at 11:45 a.m.)
- Panel discussion and Q&A with our state legislators representing Story County.

Ames Community School District Board of Directors

- Noon to 1 p.m. Friday, June 3.
- Panel discussion and Q&A with school board members.

Story County Supervisors

- Noon to 1 p.m. Friday, July 8.
- Panel discussion and Q&A with Story County Board of Supervisors.

For details on registration and location, please check www.ameschamber.com



America's Small Business Summit Washington, D.C. May 22 to 25

Tour our nation's capitol, meet with Iowa's federal delegation, hear from senior legislators and

top business speakers, and network with professionals from around the country when you travel to Washington, D.C., with a group from the Ames Chamber to take part in the U.S. Chamber Small Business Summit.

The Summit unites small business owners, managers and entrepreneurs from across the country to learn, network and discuss common legislative and management concerns. Help influence our nation's economic and political agenda by advocating for probusiness policies through the Rally on the Hill portion of the program.

In addition to the 2 1/2-day conference, the excursion will also include some time for touring area sights. Full details will be available shortly, but the full trip cost will include airfare, hotel, summit registration, and one group meal and tour. Total estimated package cost/person is \$2,250 (subject to change based on airfare; cost will not increase). Contact Eve at eve@ameschamber.com by Friday, April 8, if you are interested in participating.



April calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 <i>All Fools Day</i>	2
3	4	5	6 11 a.m.: Skunk River Cycles (R/C) Noon: Education Connections	7 8 a.m.: Leadership Ames	8 6 p.m.: YPA Murder Mystery Party (Hickory's Hall)	9
10 <i>Veishea</i>	11	12	13	14	15 <i>Income taxes due</i>	16 <i>Veishea parade</i>
17	18	19 Noon: YPA Brown Bag Lunch (C)	20	21 8:30 a.m.: Bus. Improv. Seminar (Scheman) 4 p.m.: Campus-town Action Assoc. (Legends)	22 <i>Good Friday</i> <i>Earth Day</i>	23
24 <i>Easter</i>	25	26 4 p.m.: The Fighting Burrito (R/C)	27 <i>Administrative Professionals Day</i>	28 7:30 a.m.: Business@Breakfast (Jacquelyn's Photography)	29 Noon: Legis. Lunch (ISU Foundation)	30

CHAMBER Gold MEMBERS

Thank you to the following members who have donated 10 percent more than their annual dues for Chamber projects:

**Alfred's Carpet
Hendrickson Rental
Nikkle and Associates
Skarshaug Testing Laboratory Inc.
West Financial Advisors
Wheatsfield Cooperative
Complete Spine and Headache
Center
The Door and Fence Store
Neala Benson
Carpet One Floor and Home
Skunk River Cycles
Walmart Supercenter
Spartan Promotions
Miller and Clark**

Because of contributions from members like these, the Ames Chamber can maintain a level of excellence in the services we provide. All of our Gold Members will be recognized with a Gold Member decal and at our Annual Event.

AMES CHAMBER AND AEDC STAFF

- **Dan Culhane** President and CEO
- **Eve Doi**, Vice President Communications and Chamber Operations
- **Ron Hallenbeck** Vice President, Existing Business and Industry
- **Crystal Davis** Director of Professional and Community Development
- **Amy Mogren** Director of Finance and Administration
- **Sarah Buss** Director of Membership Development and Affiliate Programming
- **Kristine Keil** Director of Member Services and Organizational Programming

Welcome, new Ames Chamber members

Aamco/Jiffy Lube specializes in quick lube, auto repair and auto maintenance. Conveniently located at 220 S. Duff Ave., the friendly and knowledgeable team is eager to help you with all your automotive needs. Call manager Shaun Nilsen at (515) 233-1243 for an appointment today.

Are you interested in low-cost communication and leadership training? Do you want to practice your public speaking and seek impromptu speaking opportunities? Perhaps you are looking for on-going constructive evaluations. If you answered yes to any of these questions, then **Toastmasters International** is for you. Contact Kueier Chung at kueierchung@yahoo.com or call her at (515) 292-1609 for more information.

Miller and Clarke Real Estate is owned and operated by Nancy Miller and Julie Clark. These two veteran agents truly believe in the "power of two" when working for you. By working together, they provide the client with a broad spectrum of experience and knowledge. With their caring approach and expertise, you can be assured you are in the right hands. Their priorities are simple: They're yours! Assisted by daughter, Kayln Clark Christianson, and son, Jason Miller, this family-oriented team looks forward to helping you with all your real estate needs. Look them up at www.millerandclark.com or give them a jingle at (515) 232-1227.

Do-Biz Foods LLC started out in 1982 near the Iowa State University campus and focused on homemade quality dough and cookies. Its giant homemade cookie was a huge hit with students and allowed the business to expand to meet its growing popularity. Today, with multiple locations throughout central Iowa, Do-Biz Foods LLC provides packaged, quality, homemade cookie dough to local Hy-Vee, Fareway and Dahl's Foods stores. Contact Kim at (515) 292-0902 or visit www.do-biz.com for more information.

Five Oaks Chiropractic is a new business specializing in chiropractic care — the alignment, motion and well-being of your spine. Dr. Doug Gunderson is the chiropractor in their office, and he will do everything he can to get you back to an everyday pain-free life. Give Five Oaks a call at (515) 233-2515, pay visit at 809 Wheeler St. Suite 5, or check out their website at www.fiveoakschiropractic.com.

Are YOU a member of the Chamber of Commerce?

Make new connections, market your business, take advantage of professional development programs and more when you join the Ames Chamber of Commerce. Contact Membership Director Sarah Buss at (515) 232-2310 for more information on how you or your organization can become a Chamber member.

When you join, here are some of the many benefits you can take advantage of right away!

- Post coupons on our Web site for FREE.
- Attend monthly Business After Hours, Business at Breakfasts, Business Improvement Forums, Speed Networking and more for FREE.
- Take advantage of reasonably priced ways to promote your business such as ribbon cuttings, mailing labels and membership mailer, just to name a few.
- Discounted Young Professionals of Ames membership (ages 21 to 40).

You may apply for membership directly at www.ameschamber.com or contact Membership Director Sarah at (515) 232-2310 or sarah@ameschamber.com.

■ RIBBON CUTTINGS



CHAMBER OF COMMERCE PHOTO

Miller and Clark Real Estate, located at 103 E. Sixth St. Suite 102, Ames celebrated its new location with a ribbon cutting on Feb. 16. Nancy Miller and Julie Clark specialize in you and offer a family-oriented team atmosphere. They have certificates as certified residential specialists, graduates of the Realtor Institute and are certified buyers representatives. Call them today at (515) 232-7355 to find the home of your dreams today.



CHAMBER OF COMMERCE PHOTO

Dublin Bay celebrated its 10th anniversary with a ribbon cutting on Feb. 18. Not only has it been No. 1 in Guinness sales in central Iowa for years, but it is a full-service restaurant that keeps its menu fresh and exciting. There are no strangers at Dublin Bay, only friends they have not met yet. Visit Justin and Donny at 320 S. 16th St. in Ames today.



UPCOMING RIBBON CUTTINGS:

- April 6 | **Skunk River Cycles** | 11 a.m. | 308 Main St. No. 1
- April 26 | **The Fighting Burrito** | 4 p.m. | 117 Welch Ave.

If your business has a reason to celebrate, from a grand opening or relocation to an anniversary or change in ownership, draw some attention with a Ribbon Cutting by bringing Chamber members and media to you! Contact Sarah (232-2310) to schedule a Ribbon Cutting of your own!

■ AMES CHAMBER OF COMMERCE AMBASSADORS

Kim Behrendt, Wells Fargo Bank
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Clarissa Wing, Wells Fargo Bank
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Tom Elston, Bickford Living of Ames
Samantha Goodman, Bickford Living of Ames
Mark Doyle, Mark Doyle State Farm Agency

■ READY TO RUN?

Ready to Run Iowa Campaign School offered in June

If you've ever thought about running for any elected office, getting an issue or bond passed through a vote or helping with a campaign, the perfect training ground is right around the corner.

Registration is under way for the Ready to Run Iowa campaign school, a comprehensive, one-day workshop facilitated by the Carrie Chapman Catt Center for Women and Politics. The Ames Chamber is joining other local and corporate sponsors to support and promote this important statewide event being held Friday, June 10, in Ames at the Scheman Building.

The event is part of a national network founded by the Center for American Women and Politics at Rutgers University to recruit and train women to become more involved in politics. Although Ready to Run Iowa addresses topics unique to women as they seek greater participation in the political process, the training is open to men as well. Speakers and participants represent both major political parties, third parties and independents. This is the third year this biannual event has been held in Iowa.

The full-day conference will cover session topics including campaign plan development, fundraising, message development, interacting with the media and navigating the party system. It will also have breakout sessions focusing on how to get appointed to boards and commissions, advocating a specific issue, and Internet strategies for candidate and issue campaigns.

Previous participants in Ready to Run Iowa have run for political office



— including school board, city council, mayor, county attorney, county board of supervisor and the state legislature — as well as applied for local, county and state boards and commissions. They also have become more involved in a political party, candidate and/or issue campaigns, and community leadership.

The \$75 registration fee includes all sessions and training materials; breakfast; lunch and afternoon refreshments; the workshop notebook, and a comprehensive campaign training manual.

Ready to Run Iowa will meet from 8 a.m. to 5:30 p.m. on Friday, June 10. Registration by Saturday, May

28, is \$75 per person, which includes all sessions and training materials, breakfast and lunch, the workshop notebook and a comprehensive campaign training manual. Registration is \$100 a person after May 28.

For more details and to register for this event, please visit www.ias.iastate.edu/CattCenter.

YOUNG PROFESSIONALS OF AMES: APRIL

YPAs take part in seventh-annual 'Read with Me'

Ames Young Professionals proved you're never too old to pick up a book and read to a child.

In celebration of both the national Read Across America Day and the birthday of favorite children's author, Dr. Seuss, the Young Professionals of Ames held its seventh-annual Read With Me program during the month of March to promote the importance of reading in the classroom as well as at home.

YPA members were partnered with local elementary schools to encourage reading in the classroom as well as at home from March 2 to 4.

Members volunteered by reading three books to every first- and second-grade classroom in the Ames Community School District. In total, YPA reached more than 600 children in 29 classrooms.

In addition to reading in the classroom, YPA donated new books to each classroom so every child could be given a book of their own. The donation was made to emphasize the importance of parents reading with their children at home.

"I've loved being a part of this program, because I've had at least one or two of my boys in one of the classes each of the last four years," said Matt Julich, YPA Board member and Read With Me coordinator. "It's a great excuse to take some time out of my day and go read to them and their classmates and especially to see them get so excited to take home a book."

Inspiration for this year's event also came through a National Education Association poem written espe-



CHAMBER OF COMMERCE PHOTOS

In celebration of both the national Read Across America Day and the birthday of favorite children's author, Dr. Seuss, the Young Professionals of Ames held its seventh-annual Read With Me program during the month of March to promote the importance of reading in the classroom as well as at home.

cially for "Read Across America" day:

*You're never too old, too wacky,
too wild,
To pick up a book and read with a
child.*

*You're never too busy, too cool, or
too hot,*

*To pick up a book and share what
you've got.*

*In schools and communities, let's
gather around,*

*Let's pick up a book; Let's pass it
around.*

*There are kids all around you, kids
who will need*

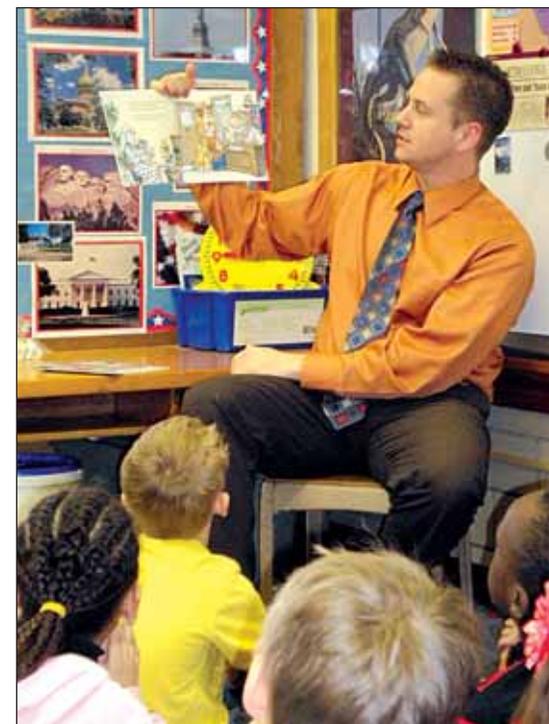
*Someone to hug, someone
to read.*

*Come join us March 2
your own special way*

*And make this America's
Read to Kids Day.*

When YPA's Read With Me first originated, the program focused on preschool and kindergarten classes. Since then, the program has grown to include reading to first- and second-grade students in the spring.

Continued on next page



Continued from previous page

Murder Mystery Party

6 p.m. Friday, April 8, Hickory's Hall

You are invited to a party of Paramount proportions. The Paramount Casino, the largest and most extravagant casino on the Las Vegas strip, is throwing a party to remember. With the highest rollers and the gutsiest gamblers, the stakes are going to be high, and there is no limit as to what could happen.

Everyone who is anyone in Vegas is sure to be in attendance for this grand event. From the powerful politician to the prettiest show girl, the cunning cocktail waitress to Elvis himself. The guest list is as unlimited as the possibilities of how the night will end.

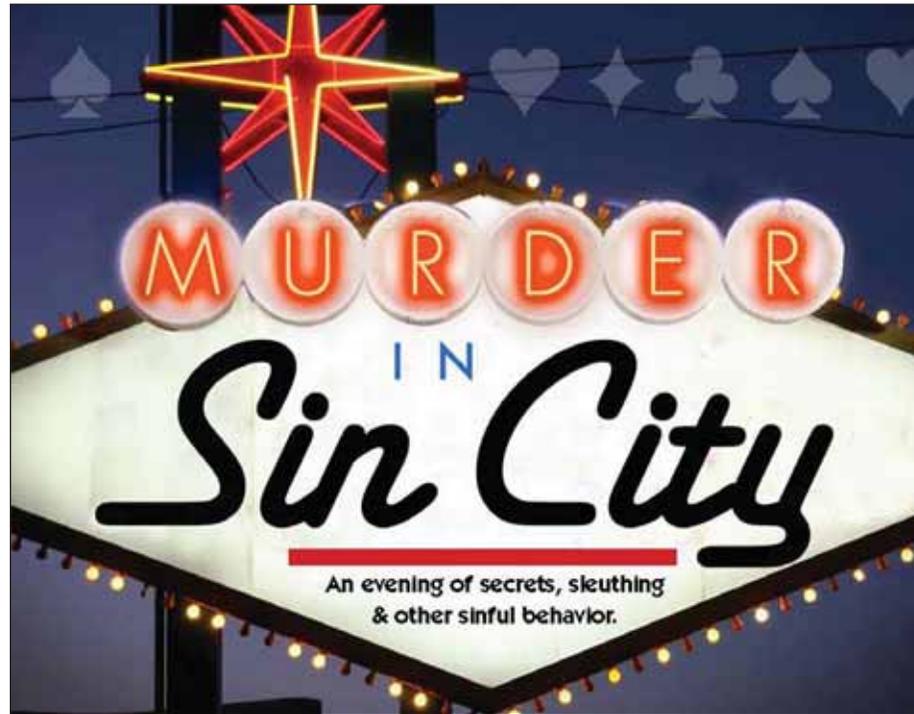
Like everything in Vegas, the party will be a gamble, and there is no certainty to the events of the evening. Whose secrets will be exposed? Which lies will be uncovered? And who will fall victim to the lawlessness of the night? Your bet is as good as ours.

The Paramount Casino Party will be Friday, April 8. Please be sure to arrive at 6 p.m. The Paramount Casino is located at 300 South 17th Street, in Ames.

Why YPA? Brown Bag Lunch

**Noon, Tuesday, April 19,
Ames Chamber of Commerce**

Find out how you can make connections, get involved and impact Ames through YPA. Join us over the lunch hour on Tuesday, April 19, at the Chamber offices in the large conference room to find out more about YPA activities and opportunities throughout the year. The Brown Bag Lunch is for anyone interested in finding out more about YPA, whether you're a member looking to be more involved, a new member who'd like



CHAMBER OF COMMERCE PHOTO

The Paramount Casino Party will be at 6 p.m. Friday, April 8, at Hickory's Hall.

to find out more about our organization, or not yet a member but interested in joining YPA. Please bring your lunch.

April Lunch and Learn

**Business Continuity Planning, Presented by Mike O'Donnell
11:30 a.m. to 1 p.m. Thursday, April 21,
Pizza Ranch, 1404 Boston Ave, Ames.
YPA members: Free.
Nonmembers: \$10**

Did you know 25 percent of all businesses that close due to a disaster never reopen?

Last summer, we experienced some of the worst flooding in our history, and many businesses were negatively impacted, some to their demise. What if these businesses had been better prepared to react to a natural disaster? What if they had plans in place to recover from disruption to normal operations? Would these businesses still be open today?

Register today for this incredibly valu-

able Lunch and Learn about business continuity planning presented by Mike O'Donnell. This structured planning process can help a company of any size identify risks to their business, as well as put controls in place to save their business in the event of any disruption to normal operations. Mike will provide an overview of business continuity planning for businesses of all sizes, including the basics of the process plus a review of resources companies can use to develop their own plans.

About our speaker

Mike O'Donnell is a program director at the Center for Industrial Research and Service at Iowa State University. In his current position, he provides services to Iowa manufacturers in supply chain management and business continuity planning. He has bachelor's and master's degrees in mechanical engineering from Bucknell University and is pursuing



O'Donnell
speaker



Committee meetings

- **Leadership and Professional Development**, Ames Chamber, noon, April 12.
- **Membership & Social**, Ames Chamber, noon, April 13.
- **Community Outreach & Partnerships**, Ames Chamber, noon, April 26.

YPA 2010-11

Annual Sponsors

Ace Community Credit Union
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First National Bank
Global Reach Internet Productions
Green Hills Health Care
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ISU Masters of Business Administration Program
Mary Greeley Medical Center

his MBA at Iowa State University. Mike worked in the defense industry for six years in a variety of manufacturing, project and program management roles for domestic and international programs. He then moved to Australia, where he spent 18 months leading engineering and quality for the nation's largest small appliance brand. In his various positions, his focus has been on operations management and process/quality improvement in all aspects of the supply chain.

Mike developed CIRAS's Business Continuity Planning program in 2009 in response to an identified need arising from the 2008 natural disasters across Iowa. This program, nationally recognized by the Manufacturing Extension Partnership and the Economic Development Administration, has been delivered to 15 manufacturers in Iowa over the past two years.

■ MAIN STREET CULTURAL DISTRICT

Iowa hosts National Main Streets Conference

The National Main Streets Conference will be May 22 to 25 in Des Moines. Many of the Main Street Cultural District Board Members and volunteers will attend the conference and volunteer at this event, which is the largest nationwide gathering of commercial district revitalization professionals in the country. Anyone interested in attending the conference may get more information at www.preservationnation.org/main-street/training/conference.

During the conference, attendees will be able to attend more than a dozen tours in Des Moines and select Iowa communities. On Monday, May 23, MSCD will host a bus tour in downtown Ames. MSCD is proud to be chosen to host the tour that will bring 45 people from all over the country to our university community's thriving downtown with a rich history. The tour will include renovated buildings, such as a basement coffee shop, upper story residence, a classic brewery and more. Tour attendees will see how Ames incorporates the arts as an economic driving force and also enjoy a sampling of our visitors' favorite Chocolate Tours.

MSCD is continually working to increase awareness of tour options in downtown Ames. From historical walking tours to floral, cooking and artistic demonstrations, MSCD plans unique tours for groups all year long. Ladies' groups come from as far away as Minnesota and Wisconsin to enjoy pampering at its finest. Anyone interested in more information on

Downtown Ames group tours for a reunion, bus tour, or a girls' weekend, please contact Angela Moore at director@mainstreetculturaldistrict.com or (515) 233-3472.

Ames Main Street Farmers' Market update

The location for the brand new Ames Main Street Farmers' Market has been set. The weekly market, which will showcase approximately forty of the area's top farmers, crafters, and prepared-food experts will be on Main Street between Burnett and Clark avenues in downtown Ames this summer. The Ames Main Street Farmers' Market is open to the public and will run from 8 a.m. to 1 p.m. every Saturday from June 25 through Sept. 24.

In addition to the wide variety of fruits, vegetables, jams, jellies, baked goods, crafts and hot meals just waiting to be enjoyed by market-goers, attendees will be able to enjoy a wide variety of live entertainment and children's activities. The Young Professionals of Ames is coordinating the children's activities this year.

Led by an advisory board, the Main Street Cultural District is partnering with the Chamber of Commerce to launch this brand new, ultra dynamic event.

Continued on next page

If downtown is important to you
SAVE THE DATE
for the National Main Streets Conference in Des Moines, Iowa
May 22-25, 2011

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Iowa will host the National Main Streets Conference

This annual event is the largest nationwide gathering of commercial district revitalization professionals in the country. People from urban neighborhood business districts, small and rural towns, suburban communities, large and mid-sized cities, will all benefit from ideas, solutions, issue discussion, and networking opportunities that the conference offers. People from all communities are invited to attend. This conference will take the place of the 2011 Iowa Downtown Summit.

Continued from previous page

The Ames Main Street Farmers' Market is going to be a heavily promoted and highly attended event this summer, funded in part by the Ames Community Grant program, which is facilitated by the Ames Convention and Visitors Bureau, as well as three major sponsors: Wheatsfield Cooperative, U.S. Bank and Iowa State University. This new market is also supported by marketing sponsor Innova, Ideas and Services, and media sponsors AmesNewsOnline.com, The Tribune, KASI/KCCQ Radio and The Sun.

Attention entertainers, vendors and volunteers

Growers, crafters, prepared-food experts, musicians and other entertainers who would like to be part of the Ames Main Street Farmers' Market can request information by going to www.amesmainstreetfarmersmarket.com. Those interested in volunteering can contact Tom Drenthe, market manager, at events@mainstreetculturaldistrict.com or at (515) 233-3472.

Fourth of July parade and festival

The Fourth of July parade and festival is an energizing event that draws thousands to downtown Ames each year. The event kicks off with the City Council Pancake Breakfast and Bill Riley Talent Search. At 11 a.m., the parade commences, filling the downtown streets with many local groups, a wide variety of trucks and cars, and of course, music. Immediately following the parade, the Fourth of July Festival will commence in downtown Ames. The festival, which will be focused on green energy alternatives, will have delicious foods as well as a number of fun activities and games for both children and adults. The Fourth of July parade is sponsored by First National Bank and the festival is sponsored by AmesNewsOnline.com, and is supported with a grant from the Ames Community Grant Program.

Participants: It's not too early to sign



CHAMBER OF COMMERCE PHOTO

The Fourth of July parade fills downtown streets with many local groups, a wide variety of trucks and cars, and plenty of music.

up to be a parade entrant or to participate in the festival. Entry forms are available on the MSCD website at mainstreetculturaldistrict.com.

Volunteers: The Main Street Cultural District is currently recruiting volunteers to help with the event. Volunteers are needed to help with children and family activities, parade line-up, barricade watching, and for event setup and tear down. Anyone interested in volunteering may contact Tom Drenthe at the MSCD office at events@mainstreetculturaldistrict.com or (515) 233-3472.

Easter egg scavenger hunt

Back by popular demand, the Main Street Cultural District is hosting its

second-annual Easter Egg scavenger hunt. The scavenger hunt is a ten day, fun-filled event that begins Thursday, April 14, and runs through Sunday, April 24. During the event, participating businesses hide an egg in their stores for community members to find.

Over the ten-day period, as community members visit local downtown stores, they are encouraged to look for the hidden eggs. Every time a hidden egg is found, the store will place a mark on the Main Street Cultural District supplied scavenger hunt card. Participants who find at least ten eggs are entered into a drawing to win one of more than 30 prizes.

Scavenger hunt cards can be picked up at the Main Street Cultural District office at 312 Main Street in downtown Ames or at participating busi-

nesses beginning Thursday, April 14.

For more information, please contact the MSCD office at (515) 233-3472 or go to www.mainstreetculturaldistrict.com to download the scavenger hunt card.

About us:

The Main Street Cultural District was established on January 1, 2004.

Its mission is to advance and promote downtown as the destination district in the heart of the Ames community. To keep updated on MSCD happenings, become a fan of the Main Street Cultural District on Facebook, bookmark MainStreetCulturalDistrict.com and contact our office at (515) 233-3472. MSCD is an affiliate organization of the Ames Chamber of Commerce.