



February 2011 Chamber Update

■ CHAMBER NEWS

It's finally here: Come enjoy Art of Community

Ames Chamber of Commerce and Economic Development Annual Event, The Art of Community

Best of Show Sponsor:
Greater Iowa Credit Union



6 to 9 p.m. Thursday, Feb. 10
Scheman Building, Iowa State Center

The event you've been waiting for has finally arrived. The Ames Chamber of Commerce



THE ART OF COMMUNITY

and Economic Development is looking forward to celebrating with its members at a fantastic "Gala-ry" event, where original artwork depicting the theme "Thriving In Ames" will be showcased.

In addition to unveiling this collection to the community for the first time, the event will also serve as a forum for live art demonstrations, fantastic networking, plentiful buffet offerings, community award presenta-

tions, and your opportunity to be the first to own limited edition art pieces and other Art of Community gifts.

As usual, the event will include a program designed to review the previous year's accomplishments and look ahead to what else 2011 has in store.

This will be the event of the year where networking, celebration, culture, food and fun are combined in one place. See you Feb. 10 to celebrate the many reasons we live, work and thrive in Ames.

Many thanks to our fantastic Art of Community Sponsors:

Limited edition sponsor:

- Greater Iowa Credit Union

Gala-ry sponsors:

- Becker Underwood
- Boehringer Ingelheim Vetmedica

Jury sponsors:

- Ag Leader
- Grandon Funeral and Cremation Care
- ISU Athletic Department
- First National Bank

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.



2011 BOARD OF DIRECTORS

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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-TO-BUSINESS EXPO

Story County career fair is coming in March



CHAMBER OF COMMERCE PHOTO

**Story County Career Fair
Thursday, March 24,
Scheman Building
Iowa State Center**

Our annual Business-to-Business Expo is just around the corner, and this year will be bigger than ever. In addition to having the opportunity to show off your business to the Ames community, Ames Chamber members can also

use this expo to advertise jobs and recruit new employees. This is one energy-filled event that will be packed with opportunities to expand your network, your resources and maybe even your career.

Space is limited, so be sure to reserve your booth today. The Business-to-Business Expo helps you reach out to new audiences, introduce your staff, draw attention to a new product or service, distribute

samples and information, and promote available jobs (full- and part-time) within your organization. The event is free and open to the public, but only Ames Chamber members can exhibit. Booth space is limited, so sign up to reserve your booth today on our website at www.ameschamber.com.

For more information, e-mail Crystal at crystal@ameschamber.com or call (515) 232-2310.

GOVERNMENT AFFAIRS

Register for the Legislative Luncheon



Noon Friday, Feb. 25,
Hickory's Hall
(doors open at 11:45 a.m.)

Register now to attend this month's Legislative Lunch for your opportunity to hear directly from our state representatives and senators as they update us on the state legislative session. This is also a perfect opportunity to ask them questions regarding the topics that interest you the most.

Please register online at ameschamber.com. *The luncheon is open to current members of the Ames Chamber of Commerce. Your \$5 registration fee includes lunch.

The February Ames Chamber Legislative Luncheon is sponsored by Ames HomeBuilders Association, Harold Pike Construction, Hastings and Gartin, HR Green, Knapp-Tedesco Insurance, Union Pacific, and Venu-Works.

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

Ames Chamber Day at the Capitol

Join us for the 2011 Ames Chamber Day at the Capitol, on Tuesday, March 8, when we bring the Ames community face-to-face with the legislators making decisions that affect our business. The



CHAMBER OF COMMERCE PHOTO

The Ames Chamber legislative lunch will be Friday, Feb. 25, and the Day at the Capitol will be Tuesday, March 8. Take part in these events to network with our state's lawmakers.

day's agenda will include speakers on a variety of priority issues, small-group advocacy activity, an Ames community showcase in the capitol rotunda and lunch provided by Hickory Park for Chamber members and all legislators. Even if you've never been to the capitol before, or if you don't feel you're up to speed on the latest legislative issues, this is a great opportunity to learn the process in a very simple, nonthreatening way. Be a part of making democracy happen.

There is no cost to attend the Day at the Capitol activities, but registration is required. Register on our website at www.ameschamber.com.

Interested in having your business on display to catch the attention of our elected officials and thank them for their service to our state? Participate as an Advocacy Sponsor for only \$500 and receive a display booth in the Capitol Rotunda, promotion before the event, photo follow-up and signage at the event.



Washington, D.C., fly-in/
U.S. Chamber Small Business
Summit
Sunday to Wednesday, 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 and 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 pro-business 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, one group meal and tour. Total estimated package cost per person is \$2,250* (*subject to change). E-mail Eve at eve@ameschamber.com at the Chamber if you are interested in participating.



CHAMBER OF COMMERCE PHOTO

Facilitator **Donna Gilligan** (The Gilligan Group) leads the class through a bull ring team-building exercise that not only highlights leadership and communication styles, but also planning and delegation. Class members are, from left, **Haley Cook** (Ames Convention and Visitors Bureau), **Mary Logsdon** (Ames Public Library), **Keri Kain** (First National Bank) and **Ed Moran** (ISU-Reiman Gardens).

LEADERSHIP AMES

Class 24 continues leadership development

What do 18 pieces of string, a small ring and a soccer ball have to do with developing leadership skills? Apparently, as the 2010-11 Leadership Ames class found out, quite a lot.

Leadership Ames Class 24 continued on their leadership development journey by meeting in January with guest facilitator **Donna Gilligan**, of The Gilligan Group.

The day included discussions on flexible leadership and change leadership for a competitive advantage, as well as the class participating in a fun

teaming activity, the “bull ring exercise” (see photo), to model leadership skills such as empowerment and delegation.



During the next few months, Leadership Ames will focus on state and county government, community development, and business and industry issues, as well as selecting community service projects to benefit our Ames community.

Leadership Ames is a nine-month program open to Ames Chamber members that provides selected candidates a broader view of civic leadership responsibilities and opportunities through direct contact with people and institutions influencing and shaping the Ames community.

BUSINESS IMPROVEMENT FORUM

Learn about Facebook's business potentials

7:30 a.m. Thursday, Feb. 17,
Somerset Clubhouse
(2400 Aspen Road)

Employees of Ames Chamber businesses are invited to attend our next Business Improvement Forum at 7:30 a.m. Thursday, Feb. 17, at Somerset Clubhouse, 2400 Aspen Road.

We will discuss the social media phenomenon, Facebook, and how it can be used to market your products, acquiring new clients and connecting with your customers.

Please RSVP by Wednesday, Feb. 16, by registering on our website at www.ameschamber.com or by calling Crystal at (515) 232-2310.

Business Improvement Forums are open to Ames Chamber members only and are free to attend.

A continental breakfast is provided.

■ YOUTH LEADERSHIP

Class I: Is there a doctor in the house?

The 2010-11 inaugural Youth Leadership Ames Class spent their December session focusing on health care and wellness, with highlights including tours of the Mary Greeley Medical Center emergency

room and operating room, a panel on health care career opportunities and learning about healthy diet choices. Upcoming sessions will focus on leadership development, financial management, and business and industry.

Youth Leadership Ames 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 Con-

nections Committee and Young Professionals of Ames. For more information, e-mail Crystal at crystal@ameschamber.com or call the Chamber office at (515) 232-2310.



CHAMBER OF COMMERCE PHOTO

Katelyn Thilges finds out what it's like to be a doctor using the Da Vinci robot in the operating room.



Above: The Youth Leadership Ames Class tours the Mary Greeley Medical Center operating room. They are, back row from left, Andrea Hammes Dodge (Mary Greeley Medical Center Foundation and Young Professionals of Ames session facilitator), Katelyn Thilges, John Elsenbat, Zech Walker and Bo Brammer; front row, Sarah Baker, Melanie Chang, Ayeesah Ali, Kay Harper and Carlton Jones.

Left: Carlton Jones, Zech Walker and Bo Brammer find out what it takes to work in the emergency room.

CHAMBER OF COMMERCE PHOTO

RIBBON CUTTINGS



KOSAMA is new to the Ames Chamber and celebrated with a ribbon cutting on Jan. 6. Located at 542 Main St. Suite 101 in the Main Street Depot, KOSAMA complete body transformation is a 10-week program designed to increase lean muscle mass and transform the body from the core out. KOSAMA not only focuses on lean muscle, but overall mind, balance, flexibility and functional strength. This program is for the seasoned athlete to those apprehensive of working out. Call Kyle at (515) 509-6904.

CHAMBER OF COMMERCE PHOTO

All American Sports Complex was ready for a ribbon cutting on Jan. 14 to celebrate its grand opening.

Located at 5820 Lincoln Way, All American Sports Complex is a brand new sports facility that contains two middle school-sized gyms, a Mondo jogging track, batting cages, fitness and cardio classes, wi-fi and more. They are open from 6 a.m. to 10 p.m. daily. Brett Carney is the visionary of this new facility where he will host volleyball and basketball tournaments as well as indoor youth track meets. Stop by and visit Brett and his staff today.

CHAMBER OF COMMERCE PHOTO



■ RIBBON CUTTINGS



CHAMBER OF COMMERCE PHOTO

Boehringer Ingelheim had a private ribbon cutting Jan. 6 to celebrate the expansion of their business and growth in the Midwest. They are located at 2501 North Loop Drive.



UPCOMING RIBBON CUTTINGS:

If you have a new business, relocation, expansion or business anniversary, let the Chamber celebrate with you! Contact the Chamber office at (515) 232-2310 to schedule a ribbon cutting of your own.

■ AMES CHAMBER OF COMMERCE AMBASSADORS

Kim Behrendt, Wells Fargo Bank
Justin Bennett, Strong Tower Consulting
Clarissa Wing, Wells Fargo Bank
Steve Bock, RE/MAX
Adam Boeding, First American Bank
Paula Brown, First American Bank
Ross Buffington, Exchange State Bank
Kristi Carlberg, Dentistry at Somerset
Ritchie Chieves, Hampton Inn/Holiday Inn/Holiday Inn Express
John Coder, Ames Community Bank

Tom Drenthe, Modern Woodmen of America
Stacy Dreyer, First National Bank
Kendra Eibs, Sam's Club
Linda Gibbs, Greater Iowa Credit Union
Casey Rath, First National Bank
Barry Green, Ames Community Bank
John Greving, The Tribune
Andrea Gronau, Wells Fargo Bank
Abby Hausmann, Blood Center of Iowa
Patrick Henry, Adams Funeral Home
Traci Jennings, RE/MAX Real Estate Center

Matt Julich, Bear Marketing
Amy Juhnke, Lutheran Services in Iowa
Sara Lehman, First National Bank
Joy Leister, Valley Bank
Lloyd Flanders, RE/MAX Real Estate Center
Ryan Lynch, First National Bank
Lauris Olson, Ames Bulletin Board/AmesNewsOnline.com
David Orth, Special Olympics Iowa
Tom Randall, Tom Randall Real Estate Team

Tim Rasmussen, Alfred's Carpet and Decorating
Jeff Ratcliff, Executive Express
Cindy Schwickerath, Heartland Technology Solutions
Mary Beth Scott, The Tribune
Nathan Scott, U.S. Bank
Michael Sills, Mediacom
Terry Stark, Chocolaterie Stam
Austin Woodin, Edward Jones Investments
Allyson Walter, Ames Convention and Visitors Bureau

CHAMBER Gold MEMBERS

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

**Advanced Therapy Solutions
Alpha Copies & Print Center
Ames Trenching
Bankers Trust
Comfort Inn – Ames
Hunziker & Associates**

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

Dogtown University specializes in classic Iowa State apparel at “FANtastic” prices, because the fan comes first. The store is right across from Battle’s on Welch Avenue. The design office, A&R Marketing, allows Dogtown to meet your custom apparel needs as well. Dogtown University is happy to help you with your house, floor, organization or business logo wear. For more information, call Anne or Roger at (515) 296-4651. www.dogtownu.com

Farmers Insurance Group’s Steve Seiling has a goal to give you a fast, user-friendly insurance shopping experience. The service he provides is free of charge. Fill out the Farmers Insurance fast, user-friendly form and in moments, get insurance quotes with competitive pricing. Farmers Insurance offers a 24-hour award-winning claims department with crisis-trained professionals who handle your claims efficiently, courteously and in a fair manner. Call or visit Steve Seiling at 1606 South Duff Ave., (515) 232-5192.

The Inner Circle of Central Iowa is a peer advisory franchise exclusively for CEOs and business owners of small- to medium-sized companies. Each “circle” serves as an interactive think tank, a place where entrepreneurs come to challenge one another and be challenged by peers. By tapping into the wisdom and objectivity of the “Circle,” members find they are able to overcome obstacles faster and with greater confidence. Contact Jon at 2519 Chamberlain St., Suite 1010, or at jengelman@theinnercircle.com.

KOSAMA is a revolutionary program that stands alone from the competition. KOSAMA Complete Body Transformation is a 10-week program designed to increase lean muscle mass and transform the body from the core out. KOSAMA not only focuses on lean muscle growth, but overall conditioning including mind, balance, flexibility and overall health. Whether you are an athlete looking for a competitive advantage, an executive looking for a clearer mind and more energy, or someone looking to get into the clothes you would like to wear, Kosama is the complete program for you. See Kyle at 546 Main St., Suite 101 (Main Street Depot) or e-mail him at ames@kosama.com.

UQ Strategies LLC, located at 202 Ashton St., Gilbert, is a consulting company owned and operated by Dan Uthe. UQ Strategies provides guidance in developing systems, internal auditing and training, specializing in ISO 9001, ISO 22000, HACCP and SQF 2000. Dan will review systems for companies wanting to update their system for new requirements and for companies wanting new certification. Dan has worked with seed companies, grain elevators, ethanol producers and biodiesel producers. In addition, Dan has worked within the food processing, agriculture, manufacturing and government sectors. E-mail Daniel today at djuthe@uqstrategies.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 Buss at 232-2310 or Sarah@ameschamber.com.

February calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2 Noon: Education Connections(C)	3 7:30 a.m.: Bus. Improv. Council (C) 5 p.m.: BAH (Serenity Aveda Lifestyles)	4 Noon: Govt. Committee (C)	5
6	7	8	9	10 Noon: Membership Committee (C) 6 p.m.: Annual Event/Art of Community (Scheman)	11	12
13	14 <i>Valentine's Day</i>	15	16 8 a.m.: Lead Ames (Somerset) Noon: ACC Exec. Committee (C)	17 7:30 p.m.: Business Improve Forum (Somerset)	18	19
20	21 <i>Presidents Day</i>	22	23 11:30 a.m.: ACC Board (C)	24 7:30 a.m.: Business @ Bkfst (Premier Credit Union)	25 Noon: Legislative Lunch (Hickory Hall)	26
27	28					

ACC: Ames Chamber of Commerce | AEDC: Ames Economic Development Commission | BAH: Business After Hours | C: Chamber office | R/C: Ribbon cutting | YPA: Young Professionals of Ames

■ BUSINESS AT BREAKFAST

Join us Feb. 24 to give a 'shameless plug'

**7:30 a.m. Thursday, Feb. 24,
Premier Credit Union,
520 Grand Ave.**

Join us Feb. 24 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 Wednesday, Feb. 23, to attend. You may register with ease online at www.ameschamber.com or by calling Sarah at the Chamber office at (515) 232-2310. The event and continental breakfast are free, but you must RSVP to participate. See you at breakfast.



■ MAIN STREET CULTURAL DISTRICT

New Farmers Market debuts on Main Street in summer 2011

The Ames Chamber of Commerce and Main Street Cultural District are pleased to announce a new farmers market will begin Saturday, June 25. The weekly farmers market will have a three-month season during its inaugural year to capture the peak selling months for growers.

Led by an advisory board and staff of the Main Street Cultural District and the Ames Chamber of Commerce, the Ames Main Street Farmers Market will be a bigger, more cohesive and dynamic showcase for consumers to buy directly from Iowa vendors/producers offering seasonal fresh fruit, vegetables, meats, cheeses, arts, crafts, fresh flowers, plants and much more. In addition to the variety of vendors, the market will also provide live local entertainment and children's activities each week. There is also an opportunity to include educational programming throughout the market area.

The budget for the Main Street Market has already been significantly bolstered by commitments from the community. Organizers were pleased at the end of 2010 to be awarded a \$10,000 Ames Community grant facilitated by the Ames Convention and Visitors Bureau. Additionally, major sponsors who have stepped up to extend their support include Iowa State University, U.S. Bank, Wheatsfield Cooperative and Innova Ideas and Services. Media sponsors have also been secured for the weekly event.

Without a doubt, the most significant portion of the market's budget has been designated for promotions.



Organizers and supporters agree the market will succeed with excellent marketing behind it in order to alert Story County and surrounding area residents to the weekly event, which will be a brand new, dynamic mix of practicality and entertainment as well as a tradition in the making.

MSCD Executive Director Angela Moore is very excited about the tremendous potential the market has for this summer and for years to come.

"These efforts are really in response to years of requests from Ames-area residents who know Ames is the kind of town that should have a diverse, abundant and really fun farmers market. A lot of work will be involved, but we are confident that the market will be well received," Moore said.

While the primary economic impact will be most felt by market vendors and MSCD businesses, other Ames sectors will benefit when visitors are drawn to Main Street each week. Currently, more than 50 percent of the regular attendees for the



CHAMBER OF COMMERCE PHOTO

Main Street Cultural District events this year include Downtown Dollar Days, Tune In to Main Street, Summer Sidewalk Sale, Snow Magic and the new Farmers Market.

Downtown Des Moines Farmers Market come from Story County.

After the first year, plans include extending the market for a full six-month season in 2012, beginning in May.

Growers/vendors and other interested parties can request more information by getting on a mailing list available at amesmainstreetfarmersmarket.com.

2011 Main Street Calendar of Events

There's always something going on in Downtown Ames. Here's a sneak peak at 2011 to mark your calendars.

For more details on these events and individual business events, please visit MainStreetCulturalDistrict.com.



CHAMBER OF COMMERCE PHOTO

Fourth of July activities this year will include the City Council's pancake breakfast, the Bill Riley Talent Search and the parade.

• **Downtown Dollar Days: Jan. 27 to 29:** During this winter event, many shops will have items on sale, some up to 75 percent off and more.

• **Easter egg scavenger hunt: April 1 to 23:** For three weeks, leading up to Easter, downtown patrons will have the opportunity to hunt for hidden eggs inside more than 30 shops. All who find at least ten eggs will be entered to win one of more than 30 prizes.

• **Tune In to Main Street: Beginning May 26:** Live music and family activities bring young and old alike to Tom Evans Plaza in the heart of downtown on Thursday nights throughout the summer. Many shops are open until 8 p.m. for evening shopping, some with special events.

• **ArtWalk:** June 3: In June, a myriad of artists will demonstrate their talents and display their products at 40 businesses in a districtwide evening for the arts.

• **Ames Main Street Farmers' Market: Beginning June 25:** Fresh produce and meats from local growers. Handmade goods from area craftspeople. The new Ames Main Street Farmers' Market will

bring a whole new crop of homegrown foods, local flavor and original creations to downtown Ames this summer.

• **Fourth of July Parade and Festival: July 4:** Main Street is the place to be on July 4 with the annual parade that draws thousands to downtown. The City Council's pancake breakfast, the Bill Riley Talent Search and the Fourth of July festival round out the days' events with fun for the whole family.

• **Summer Sidewalk Sales: July 28 to 30:** The biggest sale of the summer, shops will have many products outside for terrific prices. Shoes, clothing, jewelry, kitchen and home accessories will be some of the best discounts.

• **MusicWalk: Sept. 15:** In September, more than thirty businesses will host musicians of all types in their stores and outside on the street during an entertaining districtwide evening for all.

• **Snow Magic on Main: Nov. 18 to Dec. 3:** Featuring live music, a celebrity gingerbread house building contest, the Festival of Trees and, of course, a hearty greeting from Santa Claus himself, the

Think 'Main Street' for Valentines Day

Shopping for Valentine's Day is easy when you come to downtown Ames. Of all the things available, here are a few ideas to get you started:

- Flowers from the oldest flower shop in Ames
- Chocolate, chocolate, chocolate
- Jewelry, in all price ranges
- A new piece of art for the house
- A new shirt, sweater or pair of boots
- ISU merchandise
- Massage and facial gift certificates
- Yoga or art class
- Tattoo of your sweetheart's name
- One-of-a-kind gifts

Downtown date night ideas for Valentine's Day:

• **Dinner out** at Olde Main Brewing Company, The Spice, Aunt Maude's or Lucullan's. All very romantic settings.

Cozy up with a coffee or chai at Café Diem, Chocolaterie Stam or the Vinyl Café.

• **7 p.m. Friday, Feb. 11:** Art D'Vine at the Octagon Center for the Arts. Enjoy an evening of sampling various wines, cheeses and desserts to

benefit the Octagon. Call (515) 232-5331 by Wednesday, Feb. 9, to RSVP. Cost is \$15 for Octagon member and \$20 for nonmembers. There will be an onsite babysitter (movies and crafts) for kids ages 5 to 10. Cost is \$5 per child.

• **8 a.m. to 9 p.m. Saturday, Feb. 12:** Wine, cheese and chocolate at W heatsfield Cooperative: Stop by all day for samples.

• **10 a.m. to noon Saturday, Feb. 12:** Valentine's Day Workshop at the Octagon Center for the Arts: Ages 6 to 12, Come make Valentine gifts for special loved ones. Call (515) 232-5331 to register. \$15 each.

• **10:30 a.m. to noon Saturday, Feb. 12:** Valentine Vase Painting Technique Class at Kil'n Time Studio: During the season of love, come and learn how to create a beautiful and festive vase to hold your special flowers all month long. Learn a fun painting technique for use in this class and on your own. \$25 plus tax.

• **7 p.m. Sunday, Feb. 13:** Charlotte's Web: Presented by Story Theatre Company at the Ames City Auditorium. Tickets are \$8 each.

Snow Magic on Main Kickoff is always a hit. The holiday season will be celebrated downtown in style with horse-drawn wagon rides, business open houses and many individual business events. Back for a third year, the Snow Ball Drop will again be the place to come to catch one or two of the 1,000 ping pong balls launched over Tom Evans Plaza to the crowds below with discounts and bargains on each ball.

Committee Volunteer Opportunities

The Main Street Cultural District has special event committees that meet on a monthly basis to plan each of the above events. MSCD is looking for volunteers to help plan the Fourth of July Parade and Festival as well as the other events. All MSCD

investors are welcome to participate. For meeting dates and times, please contact Jennifer at the MSCD office at (515) 233-3472 or events@mainstreetculturaldistrict.com.

For information on becoming an investor, please contact Angela at director@mainstreetculturaldistrict.com.

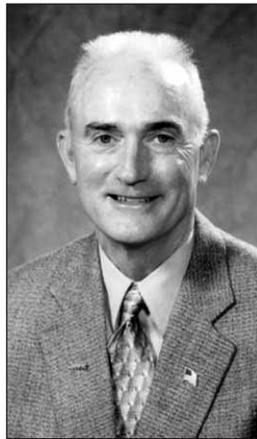
About Us:

The Main Street Cultural District was established on Jan. 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.

YOUNG PROFESSIONALS OF AMES: FEBRUARY NEWS

Jim Hallihan presents to YPA on Live Healthy Iowa

On Jan. 12, the Young Professionals of Ames were honored to hear Jim Hallihan present on the benefits of the Live Healthy Iowa program. Jim Hallihan is the executive director of the Iowa Sports Foundation.



Hallihan

Executive director of the Iowa Sports Foundation

During Hallihan's tenure, ISF has evolved from just the summer and winter sports festivals to also include Net Fest Basketball and Volleyball, Hoopin' At The Dome, The Iowa Games Golf Classic, Mud Run, Flag Football State Championship, and Fish Iowa Games. Hallihan has also been a key factor in the additions of the Live Healthy Iowa (formerly Lighten Up Iowa), Live Healthy Iowa Kids (formerly Go the Distance), Go the Distance Day and Live Healthy America programs, which promote healthier lifestyles and eating habits.

The Young Professionals enjoyed hearing about the history of such an inspirational man and how to kick off 2011 with a bang by living more healthily.

YPA to host its first philanthropic lunch

**11:30 a.m. to 1 p.m.
Tuesday, Feb. 8,
Somerset Club House**

Start off 2011 by attending a YPA philanthropic lunch. Join us for the speed dating version of how to get involved in different philanthropic organizations in Ames, such as ARC, Big Brothers Big Sisters, Reiman Gardens and the Main Street Cultural District. This event will be a great way to network with other YPA members by rotating around the room listening to exciting ways to be engaged and make a difference in your community while enjoying lunch from the Café. Free for members and \$5 for nonmembers: Register at ypames.com



Lunch and Learn: Building a Brand, presented by Tom Randall

**11:30 a.m. (lunch and networking);
Noon to 1 p.m. (program)
Tuesday, Feb. 15,
The Gateway Hotel and Conference
Center, Harvest Room**

Born and raised in Mason City, Tom Randall has become a successful third-generation

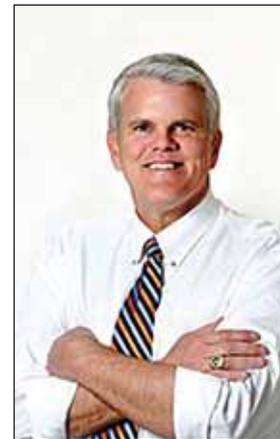
realtor, following in the footsteps of his father and grandfather. With additional time invested, he earned the titles of Accredited Buyer Specialist, Certified Residential Specialist and now, broker/owner, as he has opened his own real estate company in April 2005, known as Tom Randall Real Estate Team.

Tom played football for ISU as an all Big 8 defensive tackle in the Earle Bruce years. Tom was academic all Big 8 in 1976 and 1977 and named ISU Student Athlete of the Year in 1978.

After graduating from ISU in 1979 with a degree in business, Tom continued his football career by playing pro football for the Dallas Cowboys, led by Tom Landry. Randall was with the Cowboys when they played in Super Bowl XIII. Tom also played for the Houston Oilers under the Bum Phillips regime.

In 1981, Tom moved back to Ames and began his career in real estate. In 1987, he married his wife, Michelle. They have two daughters, Tanya and Tara. Tom is very active in the community, enjoying his involvement in the United Way, Kiwanis, ISU Letterwinners Club, Chamber of Commerce, Bethesda Lutheran Church, and coaching youth softball and basketball.

Today, his real estate business is in the form of a team approach. He is in the top 1 percent of realtors nation-



Randall

third-generation realtor



Committee meetings

- **Membership & Social**, Ames Chamber, noon, Feb. 9.
- **Leadership and Professional Development**, Ames Chamber, noon, Feb. 14.
- **Community Outreach & Partnerships**, Ames Chamber, noon, Feb. 22.

YPA 2010-11

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wide. Tom was inducted into the RE/MAX International Hall of Fame in 1999 and was also given the RE/MAX Lifetime Achievement award.

He was featured as Star of the Month for Star Power Systems in March 2000. Tom frequently speaks as a university instructor on real estate topics across the country and is a summer conference panelist and presenter.

Tom regularly attends real estate seminars to keep up with new ideas in the real estate industry.