

What's your ROI?

Find your Return on Intuition at the Ames Chamber Annual Event!

We know what you're thinking ... this is not your typical Annual Meeting.

Mark your calendars and register your whole office to attend this year's Annual Event for the Ames Chamber of Commerce and Economic Development on Thursday, Feb. 4. This lunchtime program will not only highlight the accomplishments of 2009, it will challenge you to invest in your intuition as you proceed in to 2010.

Having entertained for five White House audiences, the New England Patriots, Donald Trump and dozens of Fortune 1,000 companies, the Ames Chamber of Commerce and Economic Development are pleased to bring the mind-blowing Jon Stetson Experience to our members next month.

He knows what you're thinking. No, really, he does!

Using sleight of mind entertainment and mind-to-mind contact, Jon Stetson will amaze you while communicating the art of Investing in your Intuition.

The Stetson Experience says, "If you truly realize that each day is an intuitional challenge, and you're willing to invest in your intuition ... you'll find yourself connecting to your life experiences in ways you never thought possible."

"Just as gamblers have learned that

poker isn't a card game but a people game, your awareness of things around you will grow, if you not only listen carefully when people are talking, but if you really listen when they're not."

Along with a presentation that will leave everyone asking "How did he do that?" this year's Annual Event will also recognize several individuals for their contributions to the Ames business community. Along with our annual Chamber awards, this year's event will also acknowledge the Ames Economic Development Impact Award winners and this year's Young Professionals of Ames Four Under Forty Leaders.

Seating is limited at this luncheon event, so make your reservations right away on our Web site at www.ameschamber.com.



Jon Stetson Experience

*What's
your
ROI?*

Return on Intuition

AMES CHAMBER of COMMERCE
& ECONOMIC DEVELOPMENT
ANNUAL EVENT

Thursday, February 4, 2010 | 11:30a - 1:15p
Gateway Hotel & Conference Center

\$50/person

RSVP by January 22

www.ameschamber.com

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.



2010 BOARD OF DIRECTORS

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LWBJ

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Renewable Energy Group

Mark Reinig

Iowa State University

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.

2010 BUSINESS SKILLS SERIES

Professional development opportunities

Skill (skil) n. — *Proficiency that is acquired or developed through training and experience. A developed talent or ability. (archaic): to make a difference*

The greatest people in business have certain attributes in common. Several personal qualities are important, such as a need for continuous education, personal drive and motivation, strong goals and ambition, clear vision, and always a great deal of passion.

Beyond those personal qualities though, what makes a successful business person stand out from the crowd? Make a difference in 2010 and develop your talent and ability through the Ames Chamber Business Skills Business Improvement and Professional Development Series, and stand out from the crowd!

The 2010 Business Skills Series will provide more in-depth discussion and learning opportunity: Learn about an idea or method at the Business Improvement Forum, then follow up with more hands-on and in-depth discussion of the topic at the following Professional Development session (lunch and learn).

2010 Business skills calendar:

Thursday morning Business Improvement Forums begin at 7:30 a.m. and meet at the Somerset Clubhouse, 2400 Aspen Road, Ames. They are free to all Chamber members with their online registration:

- **Networking Skills:** Social Media: Why Your Business Should Be More Social-Feb. 18.
- **Management Skills:** How Healthy is Your Workforce?-March 11.
- **Networking:** Leadership Networking-April 15.
- **Business Skills:** Customer Awareness: Your Business Lifeline-May 20.
- **Management:** Growing Responsibility and Accountability in the Workplace – June 17.
- **Management:** Balancing Excellence & Ethics-July 15.
- **Business:** Business Acumen: Understanding

Your Impact on the Bottom line-Aug. 19.

- **Leadership Skills:** Leading Remarkable Change-Sept. 16.

- **Management:** Continuous Improvement-Oct. 21.

Tuesday Professional Development Lunch and Learns go from 11:30 a.m. to 1 p.m., and lunch is included with your \$15/session registration fee. Locations vary:

- **Networking:** Using Facebook for Business-March 9.

- **Networking:** How to: Do Good on Twitter and LinkedIn-April 13.

- **Networking:** Networking: How to Work a Room-May 11.

- **Business:** Customer Awareness: Exceptional Service-June 8.

- **Management:** Team Building = Improved Performance, Part 1-July 13.

- **Management:** Team Building = Improved Performance, Part 2-Aug. 10.

- **Business:** Budget Principles & Practices-Sept. 14.

- **Management:** Surviving the Workday: Mixing 4 Generations of Employees-Oct. 12.

- **Management:** Discovering the Waste in Your Work-Nov. 9.

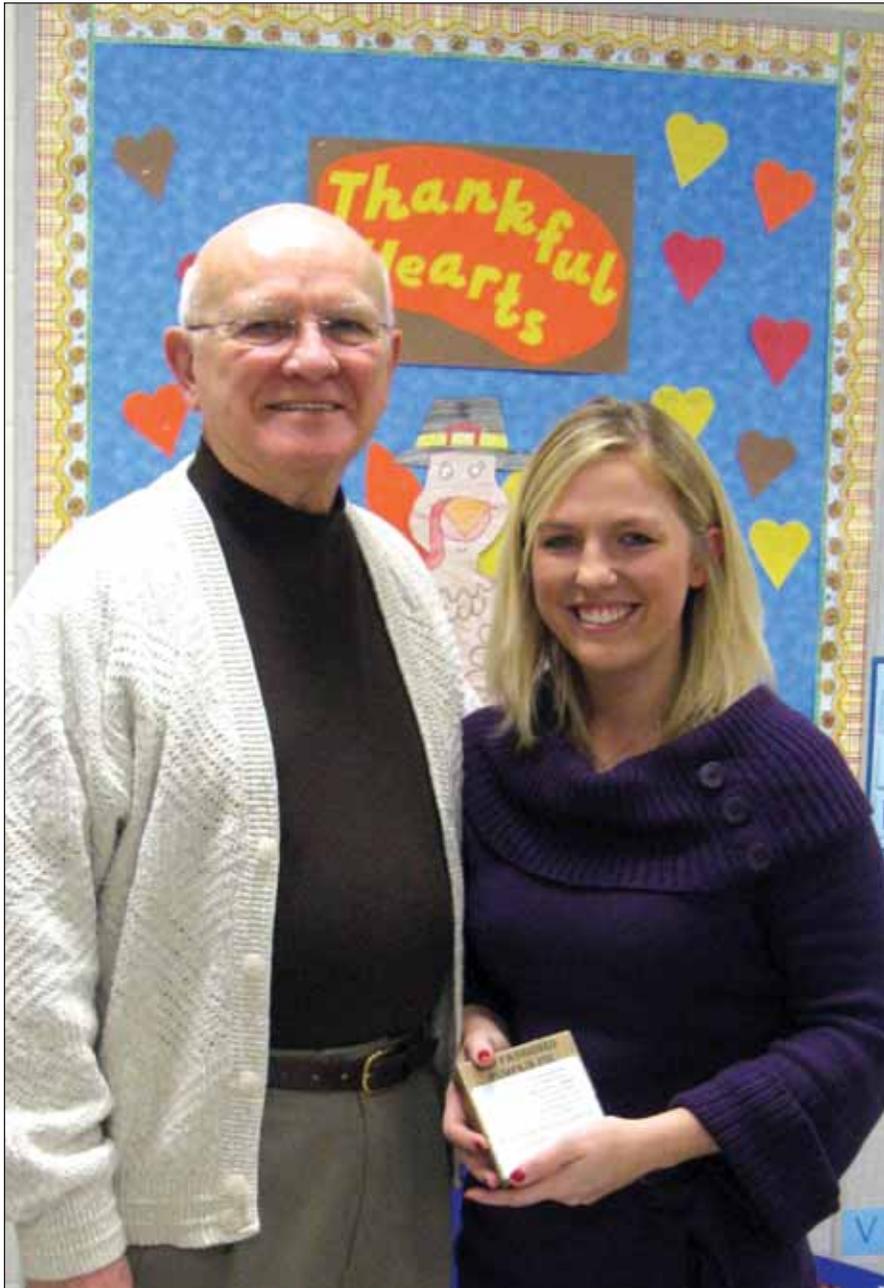
SAVE MONEY with the Chamber Member Series Package!

For only \$100, you can participate in the entire nine-session Lunch and Learn Professional Development series

Note: Professional Development Series (Lunch and Learn) are open to nonmembers for \$25. Non-member cost for entire series: \$225.

Invest in yourself and take advantage of your Chamber membership. Master the business skills to separate yourself from the crowd with the Chamber's 2010 Professional Development Opportunities! Register on our Web site at www.ameschamber.com or call Crystal at 232-2310 for more information.

NEW TEACHER



CHAMBER OF COMMERCE PHOTO

Saint Cecelia Catholic School Superintendent **Dr. Budnik** stands with new teacher **Crystal Hermann**.

The Ames Chamber Education Connections welcomed new teachers in the Ames community with a gift of pumpkin “PIE,” celebrating Partners in Education with PIE: the filling between the business community and school.

LIVE HEALTHY IOWA

Chamber gets grant

The Ames Chamber of Commerce, again in 2010, has received a Live Healthy Iowa Community Grant from the Iowa Sports Foundation. This grant will be used to award mid-point and end-of-program team winners.

With some exciting new changes to the program, the Ames Chamber of Commerce again encourages you to participate in Live Healthy Ames with your coworkers, friends and family. This year, you can upload events to the Live Healthy Iowa Web site calendar. Also new this year is a

no-cost \$5 discount from Hy-Vee downloadable at www.hy-vee.com. Finally, you will receive an LHI Access Card with great discounts to local stores in order to help you achieve your weight loss and fitness goals. Registration began Dec. 15. The program will commence Thursday, Jan. 14, 2010, and end Friday, April 23, 2010.

The Ames Chamber of Commerce is excited to help spearhead Live Healthy Ames in 2010. We wish you and your team the best of the luck in this challenge!

THE AMES ECONOMIC DEVELOPMENT COMMISSION
presents

IT Talent Recruitment Seminar

Tuesday, January 12, 2009
Somerset Clubhouse
2400 Aspen Road

Breakfast & Program begins at 7:30 a.m.
(doors open at 7:15 a.m.)

Please RSVP at www.amesedc.com by Friday, January 8
or to Megan: megan@ameschamber.com

Looking to recruit IT talent for your company?

Attend this **FREE** educational seminar and learn how to increase and enhance your recruitment efforts to reach the IT professionals your company needs to succeed.

Topics will include:

- Social media
- Local resources for job postings
- User groups
- Staffing firms

UNIVERSITY COMMUNITY OPPORTUNITY AMES ECONOMIC DEVELOPMENT COMMISSION

IOWA STATE UNIVERSITY RESEARCH PARK

■ LEGISLATIVE LUNCHEONS

Be in the know this 2010 legislative session

Mark your calendar for the 2010 Ames Chamber of Commerce Legislative Luncheons. These lunch events are a great opportunity to hear from and speak with your state-level elected officials about the issues that matter most to you. Because of a shortened session this year, time and communications are of the utmost importance, so be sure to make your voice heard! Our legislators are always happy to answer your questions and respond to your concerns. The January, February and April luncheons will all focus on state legislation.

On Friday, March 26, the Ames Chamber will take a break from the state session to invite our three Story County supervisors to speak to our membership about their roles in the county and their visions for the future. Again, there will be plenty of time for questions and answers, so be sure to mark your calendars to attend this special forum.

Don't miss this chance to ask questions about issues that are important to you and our community! Luncheons are \$5 for Chamber members and their guests.

- Friday, Jan. 26, noon
- Sponsored by Union Pacific Railroad and Youth & Shelter Services
- Friday, Feb. 26, noon
 - Friday, March 26, noon
 - Friday, April 30 (tentative), noon

Locations are listed on the registration page on our Web site at www.ameschamber.com. Register by noon on the Thursday before the luncheon in order to secure your spot and confirm your meal.

Looking to sponsor an upcoming Legislative Luncheon? Support the Ames Business climate and the issues that matter most to our community for only \$150.



CHAMBER OF COMMERCE PHOTO

Contact advocacy@ameschamber.com for more information.

Ames Chamber day at the capitol

Join us for the 2010 Ames Chamber Day at the Capitol, on Tuesday, Feb. 9, when we bring the Ames community face-to-face with the legislators making decisions impacting our business. The 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 for Chamber members and all Legislators by Hickory Park. 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, non-threatening way. Be a part of making democracy happen!

There is no cost to attend the Day at the Capitol activities, but registration is required. Transportation to and from the

Ames Chamber will be provided, and you will be back in Ames by 2 p.m. Register on our Web site 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.

LEGISLATIVE LUNCHEONS

Ames Chamber of Commerce 2010 state legislative priorities

BUSINESS CLIMATE

Economic growth: To maintain and enhance Iowa's attractiveness to current and potential businesses, it is essential Iowa do what is possible to lower costs to businesses and employees.

- **Support the state's right-to-work law** and oppose any legislation that would negatively impact those laws. Oppose adding items that can be negotiated to Iowa's public employee collective bargaining.

Encourage growth and development by providing incentives for companies that create high-paying jobs

- **Income tax:** If the state flattens and adjusts the current income tax structure to a two-tiered system, Iowa could maintain its income tax revenue stream while eliminating the confusion in marketing our state. Simplify the income tax system and restructure Iowa's corporate tax system.

- **Property tax reform:** Iowa's urban commercial property tax rates are the fifth highest in the nation, rural commercial rates ranking among the top 10 highest, and industrial rates rank 15th highest (both rural and urban). Neighboring states (Minnesota, South Dakota and Nebraska) enjoy more competitive commercial and industrial property tax rates.

Reform property taxes to make a more equitable distribution of property taxes between classes (commercial, industrial, agricultural and residential) of property.

- **Entrepreneurship and business growth:** To accelerate business growth and vigorously participate in the global economy, Iowa's leaders must nurture entrepreneurial talent and venture capital.

Continue funding for research parks and regional business accelerators.

Provide increased funding for ISU's economic development programs such as IPRT, ISU Research Park, and the Small Business Development Center Restore Venture Capital, and Research and Development tax credits.



CHAMBER OF COMMERCE PHOTO

- **Workforce development:** Iowa's workforce needs must be addressed with long-term, multi-faceted policies including education, training, retention and recruitment. Students need measurable learning opportunities that meet the needs of today's world marketplace, including disciplines in science, technology, engineering and mathematics (STEM). Generating interest among teachers and students for STEM-oriented curricula and related careers in Iowa is critically important.

Implement 21st Century learning skills by setting statewide standards.

Government Accountability

- **Improve governmental efficiency**

through consolidation of government units.

- **Practice long-term (multi-year) state budgeting process.**

Iowa State University

The Ames Chamber continues to be a partner in promoting the concerns and needs of the institution. We support the following ISU initiatives:

- **Complete the ISU biorenewables complex**, which will provide new facilities for the Agricultural and Biosystems Engineering Department.

- **Correct and repair environmental and fire safety deficiencies**, along with deferred maintenance, at the five Regent institutions (\$50 million).

- **Improve the field of electrical and computer engineering** by contin-

uing to remodel Coover Hall.

K-12 Education

The Ames Chamber will continue to support legislation that provides resources that reflect the actual cost of school funding.

- **Preserve the statewide penny sales tax** for school infrastructure.

- **Support rigorous content standards** consistent with the Iowa core curriculum. This sets high expectations for student learning while supporting local school districts with the delivery of those expectations.

- **Oppose changes to labor and employment laws** unless those changes are proven to positively impact student learning and achievement.

CHAMBER Gold MEMBERS

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

**Geisinger Construction Inc.
LWBJ LLP**

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/CEO
- **Eve Doi**
Vice President, Communications and Chamber Operations
- **Ron Hallenbeck**
Vice President, Existing Industry
- **Cindy Doolittle**
Membership Director
- **Crystal Davis**
Program Manager
- **Megan Backman**
Program Manager
- **Amy Mogren**
Finance and Administration Manager
- **Meghan Steward**
Receptionist
- **Bob Vohs**
Volunteer
- **Jayne McGuire**
Main Street Cultural District Director
- **Jennifer Schill**
Main Street Cultural District Events Coordinator

■ BUSINESS AT BREAKFAST

Join the Chamber for breakfast, and give a 'shameless plug'

7:30 a.m. Thursday, Jan. 28, Sponsored by Holiday Inn and Conference Center, 2609 University Drive

Join us on Jan. 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 Wednesday, Jan. 27, to attend.

You can register at our Web site at www.ameschamber.com or call the Chamber offices at 232-2310. The continental breakfast is free to all attendees, but we need your RSVP to participate. See you at breakfast!



MORGUEFILE.COM

Are YOU a member of the Ames Chamber of Commerce?

Make new connections, market your business and take advantage of professional development programs and more when you join the Ames Chamber of Commerce!

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 Cindy at 232-2310 or cindy@ameschamber.com.

RIBBON CUTTINGS



CHAMBER OF COMMERCE PHOTO

Craftsmen Carpet Care had a ribbon cutting Dec. 3 to celebrate its new business. The business started in 2008 and recently moved to a new facility. It also has expanded its services to include a rug cleaning studio called Rug Rehab. Contact owner Russ at 708-4575 or see Craftsmen Carpet's new location at 615 South Dayton Ave. Suite 101. Visit its Web site at www.craftsmencarpetcare.com.



CHAMBER OF COMMERCE PHOTO

K.D. Amusement Distributors celebrated its 50th anniversary in Ames on Nov. 17. A ribbon cutting was held with the original owners, Ken and Deloris Reis in attendance. K.D. offers amusement equipment rentals for parties and special occasions. You can have a jukebox stocked with your favorite music for an anniversary or class reunion, pool tables and games for your company party, or golden tee golf for a surprise birthday party. Call owner Ron Reis at 292-2997 or visit the showroom at 4813 West Lincolnway. See what supplies are available at www.kdamusement.com.



UPCOMING RIBBON CUTTINGS:

- Jan. 13 | **Sail Aweigh Travel** | 11 a.m. | 406 Main St.
- Jan. 20 | **Edward Jones-Austin Woodin** | 11 a.m. | 2615 Northridge Parkway Suite 101
- Jan. 28 | **Haila Architecture Structure Planning** | 11 a.m. | 2330 Lincolnway Suite 207

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

AMES CHAMBER OF COMMERCE AMBASSADORS

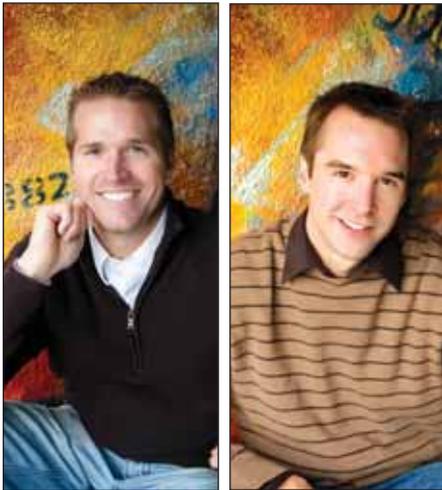
Roxanne Aden, The Tribune
Kim Behrendt, Wells Fargo Bank
Darryl Bennett, Championship Productions
Steve Bock, RE/MAX
Adam Boeding, First American Bank
Dominic Boomgarden, U.S. Bank
Paula Brown, First American Bank
Ross Buffington, Exchange State Bank
Kristi Carlberg, Dentistry at Somerset
John Coder, Ames Community Bank
Stacy Dreyer, First National Bank
Scott Gabrielson, Knapp Tedesco Insurance

Linda Gibbs, Greater Iowa Credit Union
Casey Roth, First National Bank
Barry Green, Ames Community Bank
John Greving, The Tribune
Abby Hausmann, The Blood Center of Iowa
Patrick Henry, Adams Funeral Home
Kyle Horn, Manpower
Susan Hoshor, Knapp Tedesco Insurance
Traci Jennings, RE/MAX Real Estate Center
Matt Julich, Bear Marketing

Sara Lehman, First National Bank
Joy Leister, Valley Bank
Ryan Lynch, First National Bank
Angela Moore, Ames Convention & Visitors Bureau
David Orth, Special Olympics Iowa
Tom Randall, Tom Randall Real Estate Team
Cindy Schwickerath, Heartland Technology Solutions
Mary Beth Scott, The Tribune/About People
Nathan Scott, U.S. Bank

Claudia Shebetka, Woodruff Design/Construction
Michael Sills, OnMedia Precision TV Advertising
Kristine Snyder, Gateway Hotel & Conference Center
Terry Stark, Chocolaterie Stam
Adam Steil, F&M Bank
Jillian Stevens, Ames Bulletin Board/Ames News Online
Amy Jo Watzek, Sam's club
Austin Woodin, Edward Jones Investments

■ YOUNG PROFESSIONALS OF AMES



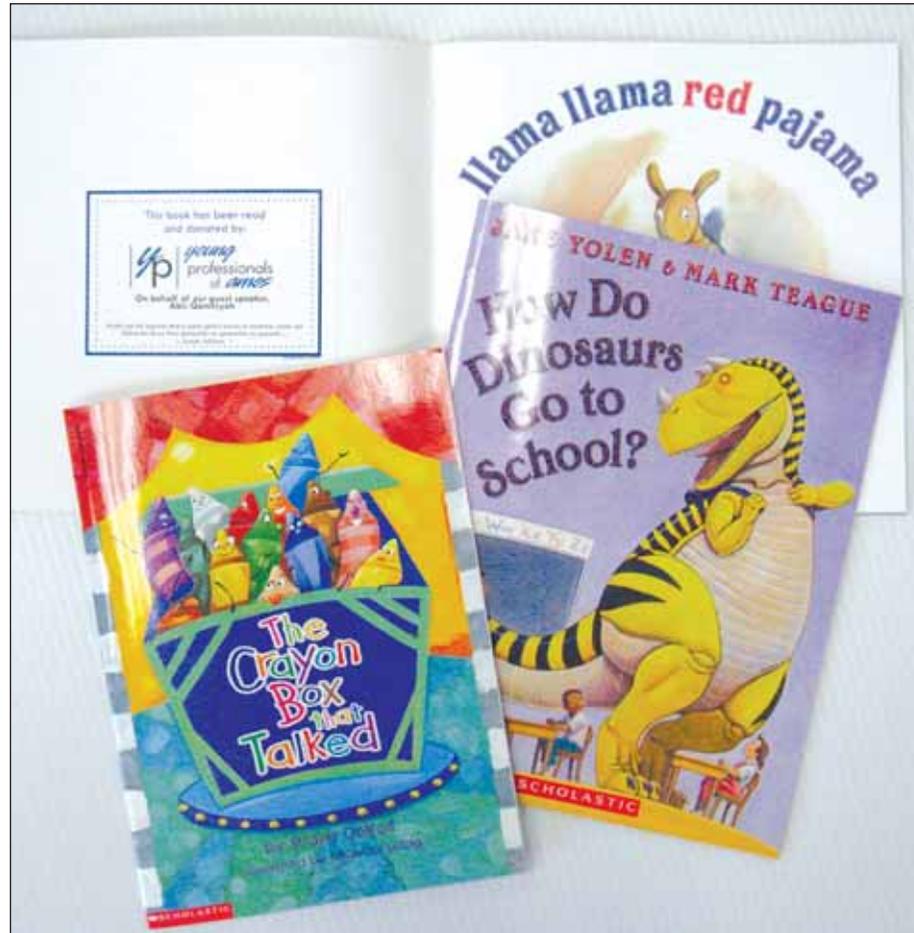
CHAMBER OF COMMERCE PHOTO

Barry Green, Ames Community Bank, left, is the YPA's new 2010 president, and **Dan Nutini**, Roseland Mackey Harris Architects PC, right, is the president-elect.

Welcome 2010 YPA Board; New President and President-Elect take the reins

YPA looks forward to continuing its many successful programs in the year ahead. We also plan to embark on some new initiatives to bring added value to our members and the community. We look forward to sharing our progress with you each month!

The 2010 President of the Young Professionals of Ames Board is Barry Green, of Ames Community Bank. The President-elect is Dan Nutini, of Roseland Mackey Harris Architects PC. Both Barry and Dan have served the YPA organization for several years in a variety of capacities. YPA would also like to welcome new board members Linda Garbisch, ISU Department of Residence; Jennifer



CHAMBER OF COMMERCE PHOTO

Herrick, Schnurr & Company; Nathan Jobe, McFarland Clinic; Jenny Pollard, Iowa State University Alumni Association; and Teresa Rummer, First National Bank.

YPA reads to nearly 600 students during Read with Me program

Initiated by YPA member, Austin Woodin, in 2003, the Read with Me program has successfully completed its seventh year. In

December, YPA volunteers read to each student at Northwood Preschool Center and every kindergarten class in the Ames Community School District, totaling 30 classrooms and nearly 600 students.

At the end of the reading adventure, each child received a book to encourage reading outside the classroom. The books were all labeled by the YPA Community Outreach and Partnerships Committee on behalf of all 2009 speakers who presented at a YPA event.

Thanks again to all of our 2009 speakers.

YPs to conduct more than 100 CRTS interviews in Ames

Over the last three years, Ron Hallenbeck has executed the AEDC Executive Call program which includes conducting business surveys to gain insight into the positive and negative aspects of doing business in the Ames community. In the past, the focus has been primarily on companies engaged in industrial manufacturing, information technology, and the biosciences although it has lacked a view from the Convention, Retail, Tourism and local Service (CRTS) sectors of the Ames area.

Because the CRTS sector of business in Ames is significantly larger than that of the sectors targeted by the Executive Call program, YPA will be the exclusive partner in conducting these interviews. There are approximately 530 surveys of which YPA will conduct 111. Twenty-two YPA members have volunteered to participate in the CRTS survey which included training in December. Interviews will take place throughout the month of January.

It is of great importance and value for Ames to be involved in this program and to conduct these surveys for a number of reasons. Upon analyzing the findings of the survey, the AEDC will gain insight into the pros and cons of doing business in Ames, the satisfaction of business owners in Ames, and then determine how the AEDC and partnering organizations can better meet the needs of Ames businesses in the convention, retail, tourism and local service sectors.

YOUNG PROFESSIONALS OF AMES

Young Professionals learn about the impact made with charitable giving in Ames and Story Co.

On Dec. 7, 2009, attendees of YPA's professional development series learned about the ways in which the Ames Foundation and Story County Community Foundation are funding the needs of the Ames community. Since its inception nearly 35 years ago, the Ames Foundation has been a very hands-on, volunteer-run organization that has identified and been active in executing the fundraising and implementation of such projects as the new Dog Park (opened June 1, 2009), the Veterans Memorial on Grand Avenue and Fifth Street, and many of the Welcome to Ames signs seen at the city's entrances. Looking into the future, the Ames Foundation plans to be an integral part of downtown beautification. Some enhancements to the Main Street Cultural District will include entry ways to the district, relandscaping, a pavilion that would tie into the downtown Farmer's Market and an interactive fountain. In addition to its community projects, the organization also assists organizations in developing fundraising campaigns.

The Story County Community Foundation, in its first five years, has awarded 89 grants totaling \$352,000. The foundation holds endowments for many community organizations such as Mary Greeley Medical Center and Youth and Shelter Services. The foundation recently hired a part-time director of development, John Harris, to carry out donor relations and cultivation.

The Young Professionals of Ames were encouraged to express their interest in becoming involved as a board member or to volunteer for the grant review committee which reviews applications every October. Through the education gained at



CHAMBER OF COMMERCE PHOTO

this Lunch and Learn, the attendees were better able to understand how many of our community projects are executed as well as where they can go if they have a great idea for a community project!

Mark your calendars for upcoming YPA events:

**Friday After Work: 5 to 7 p.m.
Friday, Jan. 8, Olde Main
Brewing Co.**

Get inside and away from the cold, and start the weekend off right by stopping by the YPA Friday After Work on Friday, Jan. 8. Join other YPA members and

guests from 5 to 7 p.m. at Olde Main, which serves great food and beer brewed right in the restaurant. Remember, the appetizers are on us! Members and nonmembers welcome.

**Lunch & Learn: Thursday, Jan. 7,
Location TBD, 11:30 a.m. (lunch
and networking); Noon to 1 p.m.
(program): Future of the Ames/ISU
convention, meeting and event
business**

Presented by Julie Weeks, Director of the Ames Convention and Visitors Bureau and the ISU Extension Conference Planning and Management.

Did you know Ames visitors spend an average of \$257.93 each day they spend in our great city? Join us on Jan. 7, to learn about a recent study



Committee meetings

- **Leadership and Professional Development**, Ames Chamber, noon, Jan. 11.
- **Community Outreach & Partnerships**, Ames Chamber, noon, Jan. 12.
- **Membership & Social**, Ames Chamber, noon, Jan. 28.

YPA 2008-09

Annual Sponsors

Ames Chamber of Commerce
Ames Community Bank
First National Bank
Global Reach Internet Productions
Green Hills Health Care
Hunziker & Associates, Realtors
ISU Masters of Business
Administration Program
Mary Greeley Medical Center

conducted in Ames which outlines the past, present and future of how Ames and Iowa State University will compete for conventions, meetings and special events. Weeks will discuss what is happening in other Iowa communities and how Ames/ISU compares with new developments. She will also share about the value of visitors and travelers to the Ames/ISU economy as well as the quality of life experiences available to Ames residents.

Networking and lunch begin at 11:30 a.m. with the workshop beginning promptly at noon. Lunch is free to all YPA members and \$10 for nonmembers. Registration is limited to the first 40 attendees, so register at www.ypames.com today!

■ MAIN STREET CULTURAL DISTRICT

Snowball drop a success

There was a blizzard of activity on Main Street on Dec. 5, although there was no actual snow on the ground. The Main Street Cultural District dropped 700 “snowballs” (ping pong balls) that included chances to win great prizes and savings throughout the district. Approximately 250 adults and children attended the first Snowball Drop as Main Street Cultural District Promotions Co-Chairs, Renee Hansen and Shannon Bardole showered participants with chances to win Main Street gift certificates worth up to \$200.

District executive director, Jayne McGuire, said, “This was a great turnout for our first year of the Snowball drop. We are excited to continue to provide events like this to the community.”

A flurry of participants went directly into businesses to redeem their prizes.

“I was so excited to get some great gifts before Christmas at Main Street stores,” said Beth Henningsen, a winning participant. “The prizes that the businesses provided exceeded my expectations. I hope they continue to do this event every year.”

Businesses participating in the drop included Gilger Designs, Quilting Connection, Skunk River Cycles, Temptations on Main, Wild Birds Unlimited, Photosynthesis, Ames Historical Society, Gallery 319, Jet Print, Great Stuff, Everts Flowers and Gifts, Chocolaterie Stam, Cafe Diem, Hy-Vee Drug Store Worldly Goods, Images by Ngaire, Nature’s Touch, Wheatsfield Cooperative, Wells Fargo Bank, Moorman Clothiers, Duckworth Wearing/The Loft, Ames Community Arts Council, Olde Main Brewing Co. and First National Bank, which sponsored the event.



CHAMBER OF COMMERCE PHOTO

Main Street Cultural District Director **Jayne McGuire** looks on as MSCD Promotion Co-chairs **Renee Hansen**, Lutheran Services in Iowa; and **Shannon Bardole**, United Way, release a flurry of ping pong balls to the waiting crowd below Dec. 5 at Tom Evans Park.



‘Shop Ames – Grow Ames’ keeps registers ringing in Main Street Cultural District

CONTRIBUTED BY TIM COBLE

Owner of Temptations on Main and 2009 President of the Main Street Cultural District board of directors

A little bit can go a long way, especially during the holiday shopping season in a recession-plagued economy.

If half the people working in the U.S. spent \$50 each month at independently-owned stores, their purchases would generate more than \$42 billion in revenue, according to a recent study.

For every \$100 spent in independently-owned stores, \$68 of it returns to the community through taxes, payroll and other expenditures. If that \$100 is spent at a national chain, \$43 stays in the area, but if it is spent online, nothing comes “home.”

According to many of the businesses in the Main Street Cultural District, business has been good. Owners say there has been a lot of foot traffic, and it often seems that smaller, locally-owned businesses can be more flexible, so they can adapt quicker to economic crisis.

Is there an upside to a down economy? In good times, it’s easy to become set in our ways. But times like these can help us find a more receptive audience for some of our progressive ideas. This could be a once-in-a-lifetime opportunity to reset priorities and get creative.

America’s Main Streets and the community leaders who care about our downtown districts are at the center of many important trends and public values. Consider these:

- **Sustainability:** Environmentalism has matured into a refined concept of a movement that is as much a lifestyle



value, as it is a planning principle. Across the country, Main Streets have been building and preserving sustainable economies and communities all along.

- **Localism:** The distance between social interactions and commerce is as close as your next door neighbor or your local merchant. People are making a priority to live, shop, eat and grow locally.

- **Economic development:** Entrepreneurship is becoming recognized as one of the most resilient and stable forms of commerce today. Downtown districts have long been champions of economic development and small business

- **Main Street vs. Wall Street:** There is a “wholesome” or “community” sense, even portrayed by media and speech-makers, that is embodied by the independent business owners of Main Street businesses.

- **The Power of Main Street:** You know you can count on your community to support you. And you can also count on your peers around the country, who can provide great ideas, inspiration and new energy to tackle today’s issues.

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 our community. MSCD is an affiliate organization of the Ames Chamber of Commerce.

■ MAIN STREET CULTURAL DISTRICT 'Twas the season

Holidays are always extra special in the Main Street Cultural District. Before we get too far in to the New Year, here are a couple parting shots of the festive season on Main Street.



CHAMBER OF COMMERCE PHOTO

Above: Santa greets even the smallest of visitors to the Main Street Cultural District during Snow Magic.

Right: Mayor Ann Campbell lit the official Christmas Tree in Santa's Village during the Main Street Cultural District's Snow Magic festival alongside District Board President Tim Coble, of Temptations on Main.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<h1>January calendar</h1>				31 <i>New Year's Eve Chamber closed</i>	1 <i>New Year's Day Chamber closed</i>	2
3	4	5	6	7 7:30 a.m.: AEDC IT Recruitment Seminar (ISUF)	8	9
10	11 <i>Spring ISU classes begin</i>	12 8 a.m.: Leadership Ames	13 11 a.m.: R/C (Sail Aweigh) Noon: Membership Committee (C)	14	15	16
17	18 <i>Martin Luther King Jr. Day</i>	19	20 11 a.m.: R/C (Edward Jones - Austin Woodin)	21	22 <i>RSVP's due for Annual Event</i>	23
24	25	26	27 11:30 a.m.: ACC Board Meeting (C)	28 7:30 a.m.: Business @Breakfast (Holiday Inn) 5 p.m.: BAH (Quality Inn)	29 8 a.m.: Leadership Ames Noon: Legislative Lunch	30
31						

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 After Hours Thursday, January 28, 2009

5:00 - 7:00 pm
Quality Inn & Suites
2601 East 13th Street

-Put on your **GAME FACE!**
-Wear your **TEAM COLORS!**
-Join us for **FOOTBALL-THEMED GAMES!**

*Co-sponsored by these great Ames Chamber members: