



July 2008

# CHAMBER UPDATE

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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The Chamber Update newsletter is published by  
the Ames Chamber of Commerce  
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Ames, IA 50010  
www.ameschamber.com  
t: 515.232.2310 | f: 515.232.6716

## A New Look for Chamber News

We're pleased to share exciting news for all members of the Ames Chamber of Commerce. Effective this summer, we are changing the format and distribution methodology of our monthly membership newsletter, and, in doing so, are initiating an opportunity allowing all of our members to support a needed communication piece for the local business community that has the potential to provide outstanding exposure for your organization.

Starting this month we will begin a new partnership with *The Ames Tribune* to bring you news related to our organizational activities in two brand new publications. Within the pages of *The Ames Tribune*, you will see a newly expanded newsletter, in pull-out format, in the *Ames Business Monthly*, a tabloid-sized publication, on high quality newsprint, for and about business in Ames and Story County from the perspective of the Chamber of Commerce and its members. In addition to the newsletter, but within the same tab, there will also be content about local entrepreneurs, businesses, community leadership and other current business news.

This time-sensitive piece will be distributed in *The Ames Tribune's* general circulation and

direct mailed to our 700+ members in a timely manner so our members will continue to get their Chamber news and events/meetings schedule before the first of the month.

In addition to the *Ames Business Monthly* there will be another new publication called the *Ames Business Quarterly* will focus on economic trends, demographics, and many other issues that correlate directly to the economic development in our market. The *Ames Business Quarterly* will be distributed by direct mail to all Chamber and AEDC members/investors as well as key "site selectors" and consultants from around the country to tell the story of Ames and Story County as a great place to do business.

This new partnership will provide broader exposure to a larger audience that will enhance opportunities for expanding the membership of the Ames Chamber of Commerce and, at the same time, make more of the Ames and Story County area conversant on the importance of economic development. Look for the first edition of the *Ames Business Monthly* to be released in late July and the inaugural issue of *Ames Business Quarterly* to hit your doorstep in September.

2008

Business Improvement  
Conference

## Get Noticed and Get Results!

Promote your brand, build your network, and bring value to your organization! Author and radio talk show host Jeff Beals shares how you and your company can get noticed and get results!

Thursday, October 16, 2008, 8:00 a.m. - 1:00 p.m.

Quality Inn & Suites • Registration \$59 by Oct 1 (for members)

PLEASE ROUTE THIS NEWSLETTER TO ANY INTERESTED EMPLOYEES AND CO-WORKERS

## Business Improvement Forum: Prospecting & Networking

Thursday, July 17, 2008 at 7:30 a.m.  
Somerset Clubhouse, 2400 Aspen Rd  
Sponsored by: Manpower



In July we begin the “business development” module of this year’s program with an important and interesting topic, “Prospecting & Networking.” This progressive set of tools is supported by the human relations principles found in *How to Win Friends and Influence People*.

This Dale Carnegie® Training is open to all Chamber members, and there is no fee to attend. To register, please contact Beth (bosowski@ameschamber.com) by July 16.

## Business at Breakfast

Thursday, July 24, 2008 at 7:30 a.m.  
Ames Center for Family and Cosmetic Dentistry, 415 S. Duff

Join us on the 24th to give a two-minute “shameless plug” for your organization while handing out business cards and any other promotional materials. You’ll also hear about what other Chamber members are up to, find out about upcoming Chamber activities and meet Chamber staff and members.

Special thanks to Reiman Gardens for hosting the May breakfast. If you did not attend, you missed learning about the upcoming Season at Stephens, how to save money renting instead of owning cars for employees, and upcoming events for the summer in Ames.

We purposely keep this event small to insure great one-on-one interaction, so your RSVP is very important. Please contact the Chamber no later than noon on Wednesday, July 23 to attend (232-2310). A free continental breakfast is provided, but we do require an RSVP to participate. See you at Breakfast!

## World-Class Communication

Tuesday, August 12 (part 1) & Tuesday, September 9 (part 2)  
First National Bank, 405 Fifth St  
Sponsored by: Manpower and ATW Training & Consulting, Inc.

In August the Chamber’s Professional Development Series on “Building A World-Class Business” continues with the topic of communication. World-class businesses focus on effective communication. Learn the basic skills to share world-wide.

This program will be held from 11:30 a.m. to 1:00 p.m. and presented by Ann Henderson Kennedy, PhD, of Crossroads Consulting, with September guest speaker from Innova Ideas & Services. Fee is just \$30 for Chamber members. Contact Beth (bosowski@ameschamber.com) by August 8 to register.

## Summer Events Sizzle in Ames

Save money on gas and enjoy fantastic events right here in Ames all summer long!

**Friday, July 4:** Take part in the Main Street Cultural District (MSCD) Ames 4th of July Festival which includes the City of Ames Pancake Breakfast, parade, Bill Riley Talent Search, carnival, and Bandshell concert performances by *The Burning Sensations* and The Nadas. At 10:00 p.m., enjoy the Ames Jaycees Fireworks (set off from Stuart Smith Park, located at the corner of University Boulevard and South 4th Street).



**Tuesday, July 22 - Wednesday, July 23:** RAGBRAI rolls through Ames and YOU can be involved in the fun - even without a bike! Volunteer to be an Ambassador for Ames RAGBRAI by helping with the Hospitality Committee at welcome and farewell events for the riders. Contact Trisha at the Chamber (tritland@ameschamber.com) for more information or to get involved.

**Tuesday, August 26 - Thursday, August 28:** Volunteers are needed for the Farm Progress Show making its debut just west of Ames. For more information, please click on “Volunteer Opportunities” at [www.farmprogressshow.com](http://www.farmprogressshow.com).

## Leadership Ames Applications Due July 25

NOW is the time to apply for the Chamber program that develops and furthers your leadership reach in the Ames community. Applications for the 2008-2009 Leadership Ames Class XXII are now available at the Ames Chamber offices and on the Chamber website. Applications are due by 5:00 on Friday, July 25, and will be reviewed by a selection committee. The application is extensive, so allow yourself enough time to complete them thoroughly.

## Mark Your Calendar...

### Coming up in August:

08.12.08 | World-Class Communication  
08.19.08 | Salute to Educators | Ames High School  
08.21.08 | Business After Hours | Story Construction  
08.25.08 | ISU Fall Semester 2008 Begins  
08.26.08 - 08.28.08 | Farm Progress Show  
08.28.08 | Business at Breakfast  
09.02.08 | Annual Steak Fry

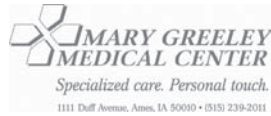
### Ames City Council Meetings

08.12.08 | Regular Meeting  
08.26.08 | Regular Meeting

## Golf Day Recap

Thank you to our corporate sponsors Mary Greeley Medical Center, Boehringer Ingelheim Vetmedica and Iowa Telecom, hole sponsors, beverage sponsors and prize sponsors for a very successful Golf Day on May 16! Thanks to the golfers and volunteers who made it another enjoyable event on a beautiful spring afternoon! Go to [www.ameschamber.com](http://www.ameschamber.com) for additional photos.

### Corporate Sponsors

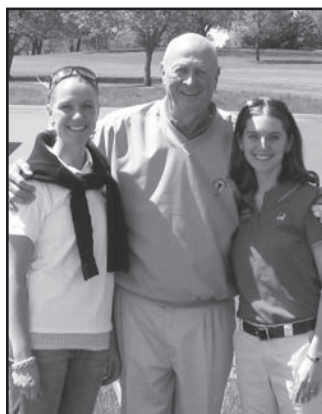


#### AG & CC 1st Place Team:

John Russell, Bankers Trust; Bill Woodward, Friedrich Iowa Realty Graig Stensland, Bankers Trust; Mike Flummerfelt, Flummerfelt Homes (not pictured)

**2nd Place:** Kenny Eichenberger, Wallaby's; Jeff Herrick, Jeff Herrick DDS; Tom Stark, Tom Stark DDS; Rick Swank, Swank's Jewelry

**3rd Place:** Dick Webb, Story County; Wayne Clinton, Story County; Darren Moon, Story County; Wayne Schwickerath, Story County



Above: Claudia Shebetka, Woodruff Design LLC; celebrity golfer Johnny Orr; and Jennifer Schill, Main Street Cultural District.

At right: Samantha Goodman and Sarah Fox, Bickford Cottage.

Hole Sponsors	
<b>Ames Golf &amp; Country Club</b>	<b>Veenker Memorial</b>
1 First National Bank	1 First National Bank
2 Waste Management of Ames	2 Wilson Cadillac Toyota Scion
3 Bankers Trust	3 Chase Signs & Graphics
4 Story County Auditor	4 Greater Iowa Credit Union
5 Howard R. Green Company	5 Bickford Cottage
6 Bickford Cottage	6 Carpet One Floor & Home
7 Greater Iowa Credit Union	7 Ames Chamber of Commerce
8 Wilson Cadillac Toyota Scion	8 Leadership Ames
9 Chase Signs & Graphics	9 F&M Bank
10 Green Hills Retirement Community	10 Green Hills Retirement Community
11 Barilla America	11 Story County Auditor
12 Northwestern Mutual Financial Network	12 Woodruff Design LLC
13 Bear Marketing	13 Manpower
14 Ames Community Bank	14 First American Bank
15 Friedrich Iowa Realty	15 Marshalltown Broadcasting
16 Carpet One Floor & Home	16 ICS Advanced Technologies
17 Marshalltown Broadcasting	17 McFarland Clinic PC
18 McFarland Clinic PC	



#### Veenker 1st Place Team:

Kirk Youngberg, Karen Youngberg, Gary Youngberg, Nick Youngberg of Ames Silversmithing

**2nd Place:** Kurt Friedrich, Friedrich Iowa Realty; Joe Glottelty, Kearney, Brannan & Glottelty DDS; Rob Lynch, ASPI Solutions; and Rick Thompson, Thompson Oil Company

**3rd Place:** Kurt Jensen, First National Bank ; John Joiner, City of Ames; Eric Jensen, City of Ankeny; Mark Reinig, Iowa State University

### Beverage Sponsors

Carpet One Floor & Home, Coca-Cola Bottling, F&M Bank, Green Hills Retirement Community, Moorman Clothiers

### Prize Sponsors

Ames Convention & Visitors Bureau, Boone & Scenic Valley Railroad, Cafe Diem, Carlos O'Kelly's, Chocolaterie Stam, Coldstone Creamery, Comfort Inn of Story City, F&M Bank, Ge-Angelo's Italian Restaurant, Health Alliance Midwest, Heartland Technology Solutions, Hickory Park, Iowa State Center, ISU Alumni Association, ISU Athletic Department, KASI/KCCQ, Olde Main Brewing Company, Pizza Pit, Quality Inn & Suites and Buford's, Reiman Gardens, Sport Clips, Temptations on Main, Tommy's Salon, Ville Day Spa, Wal-Mart, Wal-Mart Supercenter, and Waste Management of Ames



Above: Celebrity golfer Gary Thompson.

At left: Mark Schroeder and Lyle Martin, Marshalltown Broadcasting.



## Welcome New Chamber Members!

**Cassaidy Orthodontics** provides orthodontic care for patients of all ages. Dr. Julie Cassaidy has been practicing orthodontics in Ames since 1995. Her new office is located at 4611 Mortensen Road, Suite 108. Call her at 292-9014 or visit her website at [www.cassaidyorthodontics.com](http://www.cassaidyorthodontics.com).

**Domino's Pizza** offers crunchy thin crust, ultimate deep dish and classic hand-tossed pizzas. Side items include buffalo chicken kickers, bread sticks, cheesy bread, CinnaStix and buffalo wings. Domino's services include delivery, lunch, dinner, "open late", phone orders, take-out and online ordering. Contact Rocky Spellman at 118 Hayward Avenue, 292-3030, or visit online at [www.dominos.com](http://www.dominos.com).

**Kum & Go** has six locations of convenience stores in the Ames area. Stop by their business for a quick lunch or to pick up those basic grocery items. Their locations also have a variety of services available. Three of the locations house car washes, and three sell diesel including a truck stop. One location has E85 and one offers kerosene. Kum and Go has been in business since 1959. Call General Manager William Hook at 515-226-0128 or visit online at [www.kumandgo.com](http://www.kumandgo.com).

**Panchero's Mexican Grill** is a family-grown business noted for serving homemade tortillas that are pressed out with every order. They service made-to-order burritos, burritos bowls, quesadillas, tacos and salads. With fresh-pressed tortillas, guacamole made fresh daily and home made salsas, Panchero's approach to freshness is second to none. For more information contact Paul McCarthy at 1310 S. Duff Avenue, Suite 103, or check out their website at [www.Pancheros.com](http://www.Pancheros.com).

### Host a Chamber Business After Hours!

Showcase your business to other Chamber members by hosting a Business After Hours! These popular monthly events draw a big crowd, usually between 150-300 attendees.

A few openings are still available in 2009, and we now accept reservations for 2010 and beyond on a first-come, first-serve basis. For more information on sponsoring Business After Hours and reserving your spot, contact Membership Director Cindy Doolittle ([cindy@ameschamber.com](mailto:cindy@ameschamber.com), 232-2310).

## YPA July Update



**Why YPA Brown Bag Lunch.** Make plans to attend the Why YPA Brown Bag Lunch on Wednesday, July 9 at 12:00 p.m. to find out more about YPA's events and activities. Held at the Ames Chamber, the lunch is also open to new members who are interested in getting more involved. Please RSVP by Tuesday, July 8 to Beth (232-2310).



**Friday After Work.** Start the weekend off right with our July FAW (Friday After Work). Join YPA on the patio at West Towne Pub from 5:00 - 7:00 p.m. on Friday, July 11. Both guests and non-members are welcome!



Thank you to the following members who have donated 10% above their annual dues for Chamber projects:

**5 Fingers Creative**  
**Adams Moving**  
**American National Insurance**  
**Ball Corporation**  
**BioLife Plasma Services**  
**Ev Cochrane & Associates**  
**Farmer's Cooperative**  
**Havercamp Properties**  
**Hawkeye Energy**  
**Hedrick Construction**  
**Keith Schrag, L.M.F.T.**  
**Nagle Signs**  
**Nelson Electric**  
**Sevde Self Storage**  
**Skunk River Cycles**  
**Valley Bank**  
**Bill and Betty Waters**

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



Gateway Insurance Services



It's our name . . . and our promise.

Join us Under the Big Tent  
for  
Business After Hours  
Tuesday, July 15  
5:00 – 7:00 PM  
South 16<sup>th</sup> & Duff

Join us for  
food, beverages and good conversation!

Live Music from the Dixie Slicks!



**Help Make Election Day Happen!**

If the entire current pool of election workers in Story County commits to work again this November on Election Day, we will still be more than **200 workers short** of what's necessary to ensure a smooth process. We need active participation from the business community to help fill in the large gap.

Local businesses can support the democratic process by encouraging involvement in several ways:

- ⇒ Support election participation within your organization
- ⇒ Post information for election worker recruitment on company bulletin boards, newsletters, staff meetings and other communications
- ⇒ Offer no loss of vacation or comp time for employees who want to work at the polling sites
- ⇒ Establish a policy similar to jury duty where the employee receives their regular compensation and the election pay is returned to the company (workers receive \$7.25/hour, including time spent in 2-hour trainings session)

If you and/or your employees can support this initiative or if you want more information, please contact Eve (eve@ameschamber.com, 232-2310).

**Past Chairs' Annual Steak Fry**

You and your guests are invited to attend the Past Chairs of the Ames Chamber of Commerce at a fun, casual (no ties allowed) grill-your-own Steak Fry!

Mark your calendar for Tuesday, September 2, and make plans to join us from 5:00 - 7:00 p.m. at the Iowa State Center Courtyard. This popular annual event draws over 400 people and is a great networking opportunity for new and veteran members alike!

Look for more information in your first issue of the *Ames Business Monthly*.



From left to right: Past Chairs of the Chamber Don Heuss, Tahira Hira, Gary Botine, and Norm Rudi help start the grill at the 2007 Steak Fry. This annual event is held on the Tuesday after Labor Day.

## Ames Chamber Members Celebrate Ribbon Cuttings



**CyRide** held a ribbon cutting on May 12 to celebrate the completion of construction to the administrative portion of their facility located at 1700 University Boulevard. The building is designed to achieve silver Leadership in Energy Efficiency in Design (LEED) certification. CyRide is an award-winning bus system that operates 10 fixed routes, a Dial-A-Ride service for persons with a disability, and a late night service called Moonlight Express. Contact Sherry Kyras at 292-1100.



**Todd & Sargent, Inc.** held a ribbon cutting celebrating their 50th anniversary on May 29 at their new headquarters on 2905 SE 5th Street. They specialize in the design, engineering and construction of feed mills, grain storage facilities, flour mills, ethanol and biodiesel facilities, grain processing facilities and pet food plants. Visit their website at [www.tsargent.com](http://www.tsargent.com) or contact Lee Sargent at 515-232-0442.



Dr. Amie Rockow-Nelson and her staff at the **Ames Center for Family & Cosmetic Dentistry** recently increased the size of their office to better serve their clients. They celebrated their new office space with a ribbon cutting on June 5. The Ames Center for Family & Cosmetic Dentistry offers the highest quality dentistry in a state-of-the-art-facility, while keeping patient comfort in mind in their warm and relaxing setting. They are located at 415 S. Duff Avenue, 515-956-4232.

## JULY Ribbon Cuttings



07.17.08 | 11:00 a.m.

**KASI/KCCQ**

415 Main Street

**Look for more information about upcoming Ribbon Cuttings in the weekly Chamber e-mail!**

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



## Salute to Educators Sponsorship

The 8th Annual Salute to Educators is scheduled for Tuesday, August 19, 2008 at the Ames High School Cafeteria. The luncheon celebrates the value of our area educators from Ames, Gilbert and United Community Schools. You can show your support by sponsoring the event, by providing in-kind donations or goodie bag materials, or by volunteering to help.

### Sponsorship Levels

#### Corporate Sponsor (\$2,000 or more)

- o Company name listed as "Corporate Sponsor" on all promotional materials, advertising and signage.
- o Company name included in event title.
- o Opportunity to have company banner/sign displayed at event.
- o Opportunity to include promotional brochures/information in "goodie" bags that are distributed to each attendee.
- o 6 company representatives are invited to attend the event and enjoy lunch with area educators.

#### Platinum Sponsor (\$1,500 - \$1,999)

- o Company name listed as "Platinum Sponsor" on all promotional materials, advertising and signage.
- o Opportunity to have company banner/sign displayed at event.
- o Opportunity to include promotional brochures/information in "goodie" bags that are distributed to each attendee.
- o 4 company representatives are invited to attend the event and enjoy lunch with area educators.

#### Gold Sponsor (\$1,000 - \$1,499)

- o Company listed as a "Gold Sponsor" on all promotional materials, advertising and signage.
- o Opportunity to include promotional brochures/information in "goodie" bags that are distributed to each attendee.
- o 2 company representatives are invited to attend the event and enjoy lunch with area educators.

#### Silver Sponsor (\$750 - \$999)

- o Company listed as a "Silver Sponsor" on all promotional materials, advertising and signage.
- o Opportunity to include promotional brochures/information in "goodie" bags that are distributed to each attendee.
- o 1 company representative is invited to attend the event and enjoy lunch with area educators.

#### Bronze Sponsor (\$250 - \$749)

- o Company listed as a "Bronze Sponsor" on all promotional materials, advertising and signage.
- o Opportunity to include promotional brochures/information in "goodie" bags that are distributed to each attendee.

#### Event Sponsor (\$100 - \$249)

- o Company listed as an "Event Sponsor" on all promotional materials, advertising and signage.

In-kind donations will be accepted and donors will receive "sponsor status" as well. Examples of donations needed include beverages for 600+, printing, advertising and more.

Goodie bags will be given to 750 educators, administrators and staff at the Ames, Gilbert, United and Ballard school districts as well as the private schools in Ames. Chamber businesses can provide items to be included in the bags such as pens, pencils, notepads, rulers, markers, tape, post-it notes, etc.

Volunteers are needed both the week before the event and on-site the day of the event. Responsibilities include stuffing goodie bags, set-up/clean-up, and serving at the event. You can sign up to volunteer for a few hours or for the full event. For more information, please contact Trisha Ritland (tritland@ameschamber.com) or 232-2310.

## 2008 Salute to Educators Sponsorship

Name \_\_\_\_\_ Business/Organization \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_



- Sponsorship level:
- Corporate Sponsor (\$2,000 or more)
  - Platinum Sponsor (\$1,500 - \$1,999)
  - Gold Sponsor (\$1,000 - \$1,499)

- Silver Sponsor (\$750 - \$999)
- Bronze Sponsor (\$250 - \$749)
- Event Sponsor (\$100 - \$249)

Our contribution will be: \$ \_\_\_\_\_ You will be invoiced for your sponsorship upon receipt of your completed form.

Please return this form by July 11 to:  
 Ames Chamber of Commerce,  
 1601 Golden Aspen Drive Suite 100, Ames, IA 50010  
 or by fax (515-232-6716).

# Chamber Calendar

## July 2008

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 3:30p YPA Board (C)	2	3 7:30a Business Improvement Committee (C)	4 4th of July Festival (MSCD) Chamber Office closed <i>Independence Day</i>	5
6	7	8	9 12:00p Membership (C)	10	11 7:00a AEDC Exec (C)	12
13	14	15 5:00p BAH (Hunziker & Associates, Realtors)	16	17 7:30a Business Improvement Forum (Somerset Clubhouse)	18 7:00a AEDC Board & Investor Breakfast (ISU Foundation)	19
20	21	22 <i>RAGBRAI comes to Ames</i>	23 11:30a ACC Board (C) <i>RAGBRAI departs Ames</i>	24 7:30a Business at Breakfast (Ames Center for Family & Cos. Dentistry)	25 <i>Leadership Ames Applications due</i>	26
27	28	29	30	31	<b>ACC:</b> Ames Chamber of Commerce <b>AEDC:</b> Ames Econ. Dev. Commission <b>BAH:</b> Business After Hours <b>C:</b> Chamber Office <b>R/C:</b> Ribbon Cutting <b>YPA:</b> Young Professionals of Ames	

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