



# October 2009 Chamber Update

## September is Leadership Ames' 23rd year

September marked the beginning of the 23rd year of Leadership Ames, the Chamber program that develops leaders by introducing them to operations and opportunities throughout Ames. This year's program co-chairs, Mark Stenberg (Stenberg Concrete) and Amy Juhnke (Lutheran Services in Iowa), will help facilitate the class with Chamber Program Manager Crystal Davis. The Leadership Ames selection committee was pleased to receive dozens of applications for the 2009-10 program, making the selection process competitive. We congratulate the selected candidates, and we are pleased to introduce this year's class:

- Shannon Bardole, United Way of Story County
- Lynne Carey, Ames Public Library
- Alicia Clancy, Renewable Energy Group

- Sara Clausen, Ames Convention and Visitors Bureau
- Neal Dietz, US Bank
- Judi Eyles, ISU Pappajohn Center for Entrepreneurship
- Christopher Hicks, LWBJ, LLP
- Linda Gibbs, Greater Iowa Credit Union
- Nathan Jobe, McFarland Clinic PC
- Charlie Kuester, City of Ames
- John Lauridsen, ISU Book Store
- Belinda Meis, Lutheran Services in Iowa
- Aaron Mortvedt, Gateway Hotel and Conference Center
- Jennifer Pollard, ISU Alumni Association
- Samuel Stagg, Haila Architecture Structure Planning
- William Talbot, Newbrough Law Firm, LLP

- Michael Tretina, Mary Greeley Medical Center
- Jacob Varghese, Cornerstone Church of Ames

The kick-off session was Sept. 16 at the Ames Golf and Country Club. The majority of the first class was dedicated to

personal leadership development and was facilitated by Donna Gilligan, director of organizational effectiveness at Sauer-Danfoss. In October, the class will learn more about Ames area nonprofit organizations and community schools. Stay tuned for more great news throughout the 2009-10 year from Leadership Ames XXIII.

### Business Improvement Seminar seeks creative and innovative exhibitors

Creativity and innovation are two highly sought after skills.

Creative and innovative Chamber member businesses are highly sought after, as well.

Are you a creative genius, but just want more people to know about your product? Is your business an innovative leader in business practices such as social media or "going green" for example? Then we are looking for you!

We are seeking "creative and innova-

tive" businesses to display their talents and products 8:30 a.m. to noon, Tuesday, Oct. 20, at the Business Improvement Seminar, Everyday Creativity and Innovation at the Hilton Garden Inn.

Exhibit sponsorship is \$125 and includes a display table, scheduled networking time during the seminar, distribution of promotional materials, promotion in the Chamber weekly e-mail update and recognition in the Chamber monthly update.

For more information and to sign up to be a "creative and innovative" sponsor, please contact Crystal Davis at [crystal@ameschamber.com](mailto:crystal@ameschamber.com) or call (515) 232-2310.

**RE-SCHEDULED  
October 20**

### Everyday Creativity & Innovation

Creativity and innovation are two highly sought after skills!

**Register NOW**

for our  
Business Improvement Seminar:

### Everyday Creativity & Innovation

Tuesday, October 20  
8:30am-12pm  
Hilton Garden Inn

**Fun • Interactive • Challenging**

During this seminar you will learn to use alternative and unconventional thinking methods to produce new concepts, ideas, and innovations while participating in groups to utilize the power-of-peers to promote creativity and innovation. Don't miss out on this one-of-a-kind seminar to bring out your one-of-a-kind talents!

**\$65 for members or \$95 for non-members**

Register TODAY at [www.ameschamber.com](http://www.ameschamber.com) or call Crystal at 232-2310

Presented by ATW Training and Consulting & Ames Chamber of Commerce as part of the 2009 Business Improvement Forum Series & Seminars "Unleashing Potential"

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.



## 2009 BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

**Cozette Hadley Rosburg, Chair**  
Becker Underwood

**Maureen Dockstader, Chair-elect/  
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Development**  
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**Darryl Bennett, Immediate Past Chair**  
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First American Bank

## 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.

## CHAMBER NEWS

### Business Improvement Forum: Win-Win Negotiating

7:30 a.m. Thursday, Oct. 15,  
Somerset Clubhouse, 2400 Aspen  
Road

Sponsored by: Ames Community  
Bank

Food and beverage sponsor:  
Starbucks Coffee



Employees of Ames Chamber business members are invited to attend the next Business Improvement Forum on Win-Win Negotiating, as we continue our 2009 series, "Unleashing Potential," presented by ATW Training and Consulting.

New to this year's forum is a member survey on the monthly topic, placed in our Chamber weekly e-mail once a month. Results are shared and used as discussion points during the forum.

Look for October's forum survey the week of Sept. 28. Please register by Wednesday, Oct. 14, on our Web site at [www.ameschamber.com](http://www.ameschamber.com) or call Crystal at (515) 232-2310.

A continental breakfast is provided.

### Professional Development Series "World-Class Communication" Visual Communication

11:30 a.m. to 1 p.m.  
Tuesday, Oct. 13,  
Mary Greeley Medical Center,  
1111 Duff Ave.

We've all heard, "What gets measured gets done." But measuring performance is only half the story. It's just as important to effectively share performance measurements with your team so they know the score. This session will teach you how to utilize visual communication with your work team.

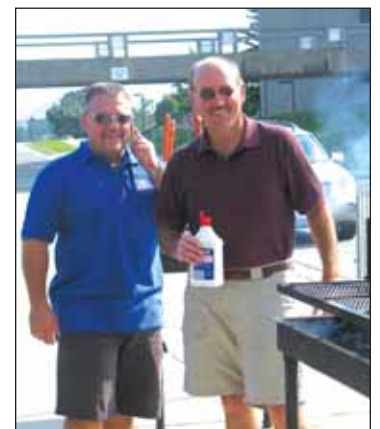
This program will be from 11:30 a.m. to 1 p.m. and is presented by Rick Brimeyer. Registration is just \$15 for Chamber members (\$25 for non-members) and includes lunch. Register for this event on our Web site at [www.ameschamber.com](http://www.ameschamber.com) or call Crystal at (515) 232-2310.

Please register no later than Friday, Oct. 9.



CHAMBER OF COMMERCE PHOTO

Hundreds of Ames Chamber members took advantage of the great weather and networking over a fantastic steak dinner at the 2009 Annual "Thrill of the Grill" Past Chairs Steak Fry on Sept. 8. For more photos, check out the Ames Chamber of Commerce Facebook page. **Above:** John Goossen (The Tribune) and Past Chair Dick Johnson (Hunziker and Associates, Realtors) share some laughs while grilling steaks. **Right:** Past Board Chairs Gary Botine (Sauer Danfoss) and John Russell (Bankers Trust) assume responsibility for lighting the grills for the Steak Fry.



## ■ CHAMBER NEWS

# Cheers for Ames Chamber businesses; Open arms for Ames visitors

With students back at Iowa State and football season upon us, we know it's also the time when thousands of visitors will be coming to Ames. As these guests help us Shop Ames — Grow Ames, it's essential to continue to show exceptional customer service even as crowds increase.

Below is an e-mail received at the Ames Chamber office late this summer commending some specific businesses in Ames, as well as the entire Ames community, for being such a

great destination spot. Keep up the great work, Ames!

"My husband and I are both ISU grads from the 1980s. This past Saturday ... I spent the day in Ames with several family members. We had a wonderful day in Ames! Every person we came into contact with was friendly, helpful and professional. Just so you can pass the kudos along this was our itinerary:

Reiman Gardens: What a jewel for central Iowa and ISU.

Ivy's Tea Room/Shoppes on Grand: Fabulous lunch and service, great business.

Prairie Moon Winery: Quaint, nifty and great PR for the Ames community offered by the employee we talked with.

North Grand Mall: The mall experience was unexpectedly nice. At most malls it seems employees would rather be doing something other than helping customers. Not true at North Grand. In each store we were quickly and courteously

helped. I felt like a valued customer. We went other places that day, but these were the "big ones."

As a person from a small town, I know how important it is to get people to do business in their own communities. Just wanted to say thanks for many jobs well done and a wonderful day in Ames!

— Cresco, IA

P.S. Go Cyclones!"

## AEDC to survey Ames-area businesses' expansion needs

Planning has begun for the annual survey conducted by the Ames Economic Development Commission to monitor the business climate of the major companies located in and around Ames. The 2009 Executive Call program, led by AEDC Vice President of Existing Business and Industry Ron Hallenbeck, will specifically target convention, retail, tourism and local service sectors.

For several years, the Executive Call program employed volunteer help from AEDC board members who conducted short interviews with lead executives in Ames. From the information gathered from interview discussions, an annual report was produced reporting the views on business climate, legislative agendas, workforce projections and forecasts for future growth.

However, in the last two years, changes have been made to focus on narrower industry groups. In 2007, the companies surveyed were primarily engaged in industrial manufacturing, information technology and the biosciences. That year, the list consisted of 60 companies, 48 of which actually participated via personal interviews all conducted by Hallenbeck. The results of the 2007 and 2008 programs provided valuable insight into the positive and negative aspects of doing business in the Ames community, although it lacked a view from the convention, retail, tourism and local service sectors of the Ames area. While it was not an oversight of the program's process, the questions were more directed at a different segment of business.

The intent of the 2007 and 2008 survey was to focus on a combination

of industries suggested by a national program developed by Blaine Canada Ltd., who, after years of experience in the economic development profession, had determined that mixing dissimilar business types would result in inaccurate data and conclusions on a local community's economic business climate profile. However, the experts at Blaine Canada had also suggested a companion survey designed specifically to explore the businesses and dynamics among the service sector businesses.

The starting point for the inclusion of these service businesses will be the membership list of the Ames Chamber of Commerce. While it is not intended to slight any business that is not a Chamber member, their database contains nearly 700 businesses in the Ames community who are likely survey candidates.

After the 2009 survey is completed, Hallenbeck will be able to merge the data with information gathered from previous years to create "one community" of common elements as to our overall business climate. Having gathered this data, we will be able to better dissect and analyze such areas as:

- What is working well within the business community?
- What is not working?
- What are the most pressing issues?
- What are the individual views of the businesses?

The entire survey will take several months to disseminate, complete and analyze for reporting purposes. Hallenbeck will solicit assistance from Ames Chamber volunteers but will be the primary contact for the endeavor.

# CHAMBER Gold MEMBERS

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

**Ames Lube Systems/Jiffy Lube  
Car-X  
Championship Productions  
Jeff's Pizza Shop  
Sevde Self Storage  
Wilson Cadillac-Toyota-Scion**

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

## Welcome, new Ames Chamber members

The Chamber welcomes new individual member **Sarah Bailey**, 5307 Clemens Blvd. Ames, to our Ames Chamber membership.

The Chamber welcomes new individual member **Rick Brimeyer**, 2615 Southridge Circle, Ames, to our Ames Chamber membership.

**Car-X**, located at 429 South Duff Ave., is a locally owned business operating in Ames since 1997. They offer full-service automotive care and repair domestic and import cars, light trucks and SUVs. Manger John Blanche has more than 30 years of automotive service repair experience and invites you to let Car-X Service help you keep your vehicle maintained and running efficiently for all driving conditions. Call (515) 232-5666 or go to [www.carxdesmoines.com](http://www.carxdesmoines.com).

The Chamber welcomes new individual member **Christina Ehrman**, 317 Main St., Ames, to our Ames Chamber membership. Christina is also a new member of Young Professionals of Ames.

The Chamber welcomes new individual member **Jeff Ratcliff**, 3358 Southway Drive, St. Cloud, Minn., to our Ames Chamber membership.

**Success Gymnastics** offer classes for both boys and girls. They have a professional and experienced coaching staff, on-site parking, new AA1 equipment, a special team room and much more. Classes include competitive and recreational gymnastics, cheerleading and tumbling. The classes are offered for "tumblebugs" (preschoolers) and up. Success Gymnastics is also a great option for birthday parties, open gym and parents' nights out. Contact Courtney Crandell at (515) 292-2121 or stop by 1347 SB Place. [www.successgymnastics.net](http://www.successgymnastics.net).

The Chamber welcomes new individual members **James and Carole Sue Triplett**, 2364 Quail ridge Road, Ames, to our Ames Chamber membership.

## 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.

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](http://www.ameschamber.com) or contact Membership Director Cindy at 232-2310 or [cindy@ameschamber.com](mailto:cindy@ameschamber.com).

## CHAMBER NEWS

# Gilbert High School student receives Business Horizon scholarship from Chamber

In May 2009, the Ames Chamber of Commerce Education Connections committee voted among several applications to select Kristopher Stow for the Chamber's 2009 Business Horizons scholarship. While the Chamber has encouraged student involvement in Simpson College's Business Horizons program and has assisted in providing volunteers for Gilbert High School's biennial program, this is the first year the Chamber has awarded a student scholarship to attend the weeklong conference in Indianola.

Stow recently had the opportunity to try for two college credits by writing an essay on his experience at Business Horizons and was successful. The following comments are excerpts from the eight-page paper Stow submitted to receive college credit:

"Throughout Business Horizons, our advisors, speakers and leaders talked about experiences that impact your life and how having these experiences strengthen your future. I am very grateful that I was able to attend Business Horizons because of the ABI scholarship and one from the Ames Chamber of Commerce ... I believe that this is one of those experiences that will stick with me, and the lessons I learned will be useful to reference many times down the road. Hopefully, I will then be able to share the experience I had with others and have a positive impact on them in their careers. I look forward to sharing about Business Horizons with other business class peers at Ames High School and encourage others to apply to the program in the years to come. I am very proud to be a Business Horizons alum.

"As a result of attending Business Horizons I have solidified my idea of going into the business world. This



CHAMBER OF COMMERCE PHOTO

**Five High School students** attended Business Horizons June 26 to 31. They are, from left to right, Kristopher Stow, Lorallyn Werkmeister, Matthew Winkleblack, Taylor Ringgenberg and Walter Woodruff.

summer, I started my own business called Stow Mow & Wash and have had a lot of success. I am currently looking for a used snow blower so that I can expand to "Stow Mow & Wash & Blow." From everything that I have taken away, I know that I now have the tools to be successful ... After Leisa Fox [Vice President for Membership at the Iowa Association of Business and Industry] talked about keeping a business in Iowa and why that is so important, I realized that I

want to keep my own lawn care business local. The reasons I want to do this are to keep people in my community employed and keep the money spent in the local community."

— *Kristopher Stow*  
Aug. 14, 2009

### About Business Horizons

Business Horizons is a one-of-a-kind, hands-on, action-oriented week-long summer program for high school students who want to learn about the

world of business and what the future holds for them. Business Horizons is a program of the Iowa Association of Business and Industry Foundation, and partners include the Iowa Department of Education, the Iowa Bankers Association, Junior Achievement of Central Iowa, Simpson College and local Chambers of Commerce across Iowa.

To learn more about Business Horizons, visit [www.businesshorizonsiowa.com](http://www.businesshorizonsiowa.com).

## ■ RIBBON CUTTINGS



CHAMBER OF COMMERCE PHOTO

**Jacquelyn's Photography** celebrated their new downtown location with a ribbon cutting on Aug. 20. They have been serving central Iowa for more than 25 years and offer a full-service studio. At its Main Street location, clients now have a comfortable place to have consultations, view their images or pick up products. In addition to photography, Jacquelyn's also provides graphic design and framing services. Stop by 406 Main St. or call Cari at (515) 292-9605. It's Web site is [www.jpmain.com](http://www.jpmain.com).



CHAMBER OF COMMERCE PHOTO

Located at 101 Main St., **Scott Richard State Farm Agency** celebrated its ribbon cutting Aug. 27. It has recently finished a remodel of the building. Its mission is to help people manage the risk of everyday life and recover from the unexpected. It offers help with insurance and financial needs including auto, fire, life, health and retirements services. Call Scott at (515) 232-0030 or visit his Web site at [www.scottrichardsonagency.com](http://www.scottrichardsonagency.com).

First Evangelical Free Church, Ames recently opened "The Plex" at 5501 George Washington Carver Ave. and celebrated with a ribbon cutting Aug. 24. Its dream was to create a place that would encourage life-changing activities and relationship for kids, students and adults of all ages. Amenities include a full-length gym, an auditorium, coffee gathering café, fully equipped commercial catering kitchen, three large classroom areas and a large athletic field. Call Pastor David Staff for more information at (515) 663-3075.

CHAMBER OF COMMERCE PHOTO



## ■ RIBBON CUTTINGS



**Dahleen's Cleaning Service** opened its office with a ribbon cutting Aug. 31. It is a Christian-based professional cleaning service. Family owned and operated, it is expanding into the Ames area. It specializes in detail cleaning for residential and commercial as well as construction clean-up. Call Amy at (515) 418-5888 or visit the Web site at [www.dahleenscleaningservice.com](http://www.dahleenscleaningservice.com).

CHAMBER OF COMMERCE PHOTO



CHAMBER OF COMMERCE PHOTO

Come visit the **Ames Public Library Bookmobile** at Fareway North. A ribbon cutting was held Sept. 9 to celebrate the start of a regular service from 5 to 7 p.m. Wednesdays. The Bookmobile has been serving Ames neighborhoods since 1965. It is a branch on wheels and provides a wide array of material and services for all ages. Call Lynn at (515) 239-5640 with questions or stop by 3619 Stange Road. The Web site for the library is [www.amespubliclibrary.org](http://www.amespubliclibrary.org).



CHAMBER OF COMMERCE PHOTO

**Solid Systems**, located at 1318 Wilson, is happy to be celebrating a five-year anniversary. A ribbon cutting was Sept. 2. Solid Systems offers a full computer repair shop handling hardware and software issues. It also offers new equipment set-up, training and a loaner computer program. Every Wednesday morning, it provides a free question-and-answer session at Café Diem. Call Mike at (515) 291-8324 or go online at [www.solidssystemsin.com](http://www.solidssystemsin.com).

## RIBBON CUTTINGS



CHAMBER OF COMMERCE PHOTO

**Wild Birds Unlimited** celebrated its 10-year anniversary with a ribbon cutting on Sept. 10. It is a specialty retail store focused on backyard bird feeding and nature with a full range of products and services. Linda and Tom, along with their staff of Certified Bird Feeding Specialists, strive to provide the best products, the best advice and superior customer service in order to "Bring People and Nature Together." Call (515) 956-3145 or stop by 213 Duff Ave. for a unique shopping experience. For more information, check out its Web site at [www.sbu.com/ames](http://www.sbu.com/ames).



CHAMBER OF COMMERCE PHOTO

**Accurate Auto Trim, Audio & Accessories** is celebrating its 25th year in Ames. On Sept. 11, it commemorated the anniversary with a ribbon cutting. It offers a wide variety of products for your vehicle including stereo systems, leather kits, sunroofs, truck and SUV accessories, DVD systems, and remote starters. It also supplies items for old car restoration and street rods. The business was originally housed in a private garage and has grown to a building of 10,000 square feet. Call Brett at (515) 232-2060, stop by 402 E. Lincoln Way or visit the Web site at [www accuratetrim.com](http://www accuratetrim.com).



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  
**Andy 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**, 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  
**Shelly Miller**, Sam's Club  
**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**, 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  
**Austin Woodin**, Edward Jones Investments



## YOUNG PROFESSIONALS OF AMES



CHAMBER OF COMMERCE PHOTO

During the labeling simulation, group members actively disagree with Shelly Greving and purposely laugh at Lloyd Flanders while they plan their "Top Gun" themed event. From left to right, Andrea Hammes Dodge, Shelly Greving, Lloyd Flanders and Nathan Olson.

### YPs engage in labeling simulation during Lunch and Learn at the Octagon Center for the Arts

Jill C. Kramer, program coordinator for academic interventions within the Academic Success Center at Iowa State University, led a hands-on workshop with a group of 30 young professionals on September 10. This was Kramer's first time taking her workshop "out of the classroom," and she was very successful. Courtney Bloxham, YPA board member and director of food and nutrition services at Green Hills Retirement Community, said she thoroughly enjoyed the workshop and hoped for more on this topic in the future.

"There is so much to learn about labeling. I felt we could have spent the entire afternoon discussing the dynamics and effects of labels, including how to use the positive ones and move beyond the negatives ones toward more effective collaboration," Bloxham said.

The simulation consisted of three groups each independently planning an event. Each member of the group was

assigned a label unknown to them. It was evident by the use of these labels that communication was impeded upon and little work was accomplished. This otherwise ignored emphasis on labeling helped give the group a clear view of the impact of creating and using labels, despite their positive or negative connotation.



### Lunch & Learn: Do I really need a will? 11:30 a.m. Tuesday, Oct. 13, Gateway Hotel & Conference Center

Some decisions in life can be handled on the spur of the moment. Other decisions require a more thoughtful approach. This Lunch and Learn will discuss why you need a will and what is involved with the preparation of a will (including a guardianship and a trust),

power of attorney and living will. The seminar will prepare you to make these decisions with the assistance of an attorney. You won't want to miss this opportunity to learn about the problems that can occur in the absence of a will.

Speaker Timothy L. Gartin is a partner in the Ames firm of Hastings & Gartin LLP. He has a general practice that includes, but is not limited to, real estate and estate planning. He received a bachelor's degree from Iowa Wesleyan College, a master's degree from Iowa State University and a Juris Doctor from Northern Illinois University. Gartin is a member of the Story County and Iowa State Bar Associations and formerly chaired the Real Estate and Title Law Section Council of the Iowa State Bar Association.

Networking and lunch begin at 11:30 a.m. with the presentation from noon to 1 p.m. The event will be at the Gateway Hotel & Conference Center, Meadow Room, 2100 Green Hills Drive, Ames, IA, 50010. Lunch is free to all YPA members and \$10 for nonmembers. Registration is limited to the first 40 attendees, so register today at [www.ypames.com](http://www.ypames.com).

### Thank you, sponsors

YPA would like to thank the following sponsors for their support in the 2009 YPA Golf Outing held Sept. 25:

- AAA Minnesota/Iowa
- Ames Chamber of Commerce
- Bankers Trust
- Chase Signs & Graphics Inc.
- Global Reach Internet Productions
- Green Hills Health Care
- ICS Advanced Technologies
- Marshalltown Broadcasting
- Paul Livingston, Hunziker
- Stoltze & Stoltze Family Dentistry
- Roseland Mackey Harris Architects, P.C.
- Steve Bock Real Estate Team
- Wilson Cadillac Toyota Scion of Ames

You can view photos on the YPA Membership & Social Committee page at [www.ypames.com](http://www.ypames.com).



CHAMBER OF COMMERCE PHOTO

YPA hosted a pregame tailgate on September 3 before the ISU-NDSU season-opening game. From left to right are Ryan Lynch, Eve Doi, Travis Kramer and Jill Kramer.



### Committee meetings

- Leadership and Professional Development | Ames Chamber Noon | Oct. 5 |
- Community Outreach & Partnerships | Ames Chamber Noon | Oct. 6 |
- Membership & Social | Ames Chamber Noon | Oct. 22 |

### 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

## 2009 IOWA DOWNTOWN SUMMIT

# Advancing the marketplace for entrepreneurship and sustainability

The 2009 Iowa Downtown Summit gathered staff and volunteers involved with communities all over Iowa Aug. 25 and 26 in Ames. Presented by the Iowa Department of Economic Development, all sessions were held at Ames City Hall with tremendous help from the Ames Convention and Visitors Bureau. More than 230 downtown professionals were in town to learn about the latest information on sustainability from the country's leading experts.

Doug Loescher, the director of the National Trust Main Street Center, was the opening speaker. He spoke about sustainable design and making green development a priority. Where better to put "people, planet and prosperity" all together than on Main Street, he proposed to the crowd.

Some of the highlights of the summit included the seminar on Expanding Your Presence Online Through

Social Media, led by Rachel Manuel, of the United Way of Central Iowa, who gave attendees some best practices for the use of the major social media and social networking sites. Later on, Dan Burden, of Walkable Communités Inc., took to the streets on a walking audit of downtown Ames. During the summit, the Ames Historical Society also offered a group tour of downtown Ames.

Other topics covered in the Summit included:

- **Branding your Downtown** was a high-energy session by brothers Ben and Tripp Muldrow, of Arnett Muldrow & Associates, who shared examples from around the country on ways to market and brand your downtown.

- **Business Planning in the New Economy**, by Amy Kuhlert (MyEntrenet), Lisa Shimkat (SBDC) and Toni Lampley (ISED) gave the audience tools on how to get a business

loan in the new economy.

- **Salt Lake City Green**, presented by Vicki Bennett from the Division of Sustainability & the Environment Salt Lake City, covered Salt Lake City's overall sustainability efforts with an emphasis on one of their most successful programs. The e2Business program for small and medium sized businesses, assists businesses in finding environmental and economic efficiencies.

- **Tour City Hall:** City staff explained the process and considerations that went into the renovation of this National Register Building.

- **Puddles and Pavers**, the story behind water infiltration.

- **Sustainable Storm Water Management**, by Wayne Peterson (Department of Agricultural Land Stewardship) and Dick Woodard (Woodard Insurance Services Co.), explained strategies focused on infiltration-based practices that add water

quality protection to traditional flood objectives.

- **Public Art Walking Tour** conducted by members of the Public Art Commission showcased permanent and on-loan street art in the Main Street Cultural District.

- **Board Member Bootcamp** was an opportunity to brush up on skills in nonprofit governance and management.

- **Demystifying Tax Credits** provided an overview of tax credits and what the property owner needs to know to access and where to get the tax credits.

The summit wrapped up with an evening reception sponsored by the Ames Convention & Visitors Bureau in Tom Evans Park where conference speakers and attendees could network over food and beverages from Main Street Cultural District restaurants.



■ CHAMBER NEWS

# Get into a festive spirit at Main Street Cultural District's Snow Magic

The holiday season in Ames starts with a little magic on Main Street.

This holiday season, the Ames community is invited to join the Main Street Cultural District in celebrating Snow Magic. The weekend event will have something for people of all ages and serves as a great way to get into a festive spirit.

Beginning at 6 p.m. Friday, Nov. 20, stop by the district to join in the lighting of the tree. Snow Magic attendees can enjoy horse and buggy rides, riding the children's train, getting their faces painted, decorating cookies, visiting downtown businesses for their open houses and, of course, putting in their requests to Santa himself throughout the evening until 8 p.m.

Another highlight of this year's event will be horse and buggy rides and carolers on Sunday afternoon. Businesses will also be having open houses Sunday.

There will also be special promotional events throughout the month until Christmas, so stay tuned.

New District Director Jayne McGuire is eager to introduce some new events this year.

"We have some great ideas for new events to include in our Snow Magic event this year," McGuire said.

The District is a proud recipient of a tree donated by Strautman Tree Farm, which will be the official holiday tree and a centerpiece for the District's Snow Magic event. For more information on any of the weekend activities, visit the district's Web site at [www.mainstreetculturaldistrict.com](http://www.mainstreetculturaldistrict.com).

This event is sponsored in part by the 2009 Ames Community Grant award.

For more information, contact Jen-



CHAMBER OF COMMERCE PHOTOS

**Above:** No holiday celebration would be complete without a visit to Santa Claus! **Above right:** The whole District gets in the holiday mood, decorating Main Street for Snow Magic and the festivities of the season.

nifer Schill, events planner, by e-mail at [Events@MainStreetCulturalDistrict.com](mailto:Events@MainStreetCulturalDistrict.com), or by phone at (515) 233-3472

*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*

## Snow Magic schedule of events

- |  |  |  |
|--|--|--|
| <p><b>Friday, Nov. 20</b></p> <p><b>6 to 8 p.m.</b></p> <ul style="list-style-type: none"> <li>• Santa's Village opens on Burnett Avenue</li> <li>• Iowa Brass Quintet</li> <li>• Display of trees, Octagon</li> </ul> <p><b>6:30 p.m.</b></p> <ul style="list-style-type: none"> <li>• Tree Lighting ceremony</li> <li>• Iowa Brass Quintet</li> </ul> <p><b>6:45 to 8 p.m.</b></p> <ul style="list-style-type: none"> <li>• Santa</li> </ul> | <p>(in Santa's Village)</p> <ul style="list-style-type: none"> <li>• Iowa Brass Quintet</li> <li>• Horse and buggy rides</li> <li>• Face painting</li> <li>• Train rides</li> <li>• Cookie decorating</li> <li>• Business open houses</li> <li>• Businesses open until 8 p.m.</li> </ul> <p><b>Saturday, Nov. 21</b></p> <p><b>1 to 5 p.m.</b></p> <ul style="list-style-type: none"> <li>• Display of trees,</li> </ul> | <p>Octagon</p> <p><b>11 to 2 p.m.</b></p> <ul style="list-style-type: none"> <li>• Santa, Wells Fargo</li> </ul> <p><b>Noon to 2 p.m.</b></p> <ul style="list-style-type: none"> <li>• Story time, Wells Fargo</li> </ul> <p><b>1 to 4 p.m.</b></p> <ul style="list-style-type: none"> <li>• Art Walk</li> </ul> <p><b>Sunday, Nov. 22</b></p> <p><b>1 to 5 p.m.</b></p> <ul style="list-style-type: none"> <li>• Display of trees, Octagon</li> <li>• Business Open Houses</li> </ul> |
|--|--|--|

# October calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				<b>1</b> 7:30 a.m.: Business Improvement Council (C)	<b>2</b> Noon: Government Affairs (C)	<b>3</b>
<b>4</b>	<b>5</b>	<b>6</b> 11:30 a.m.: Professional Development Series  Noon: YPA Outreach	<b>7</b> 8 a.m.: Leadership Ames  Noon: Education Connections (C)	<b>8</b>	<b>9</b> 7 a.m.: AEDC Exec (C)	<b>10</b>
<b>11</b>	<b>12</b>	<b>13</b> 11:30 a.m.: Professional Development Lunch (MGMC)	<b>14</b> Noon: Membership Committee (C)	<b>15</b> 7:30 a.m.: Business Improvement (Somerset Club)	<b>16</b> 7 a.m.: AEDC Board (ISUF)	<b>17</b>  <i>ISU vs. Baylor</i>
<b>18</b>	<b>19</b>	<b>20</b> 8:30 a.m.: Everyday Creativity Seminar (Hilton Garden Inn)	<b>21</b> Noon: ACC Board (C)	<b>22</b> 7:30 a.m.: Business @ Breakfast (MGMC)  Noon: YPA Member Committee	<b>23</b> 11:30 a.m.: Ames Chamber City Council Candidate Forum	<b>24</b>
<b>25</b>	<b>26</b>	<b>27</b> 8 a.m.: Leadership Ames	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>

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 ISU Homecoming Tailgate



**Tuesday, October 13, 2009**  
**5:00 - 7:00 pm**

Sponsors:

Ames Community Bank  
Olde Main Brewing Company

Hosted by:

Octagon Center for the Arts  
427 Douglas Avenue in Downtown Ames, 3rd Floor

*\*Come get entered into a drawing for a piece of art from the Octagon!*

**GET YOUR PICTURE TAKEN WITH Cy!!!**

