

The mission of the Chamber of Commerce is to promote progressive community and economic development to benefit Chamber members and the North Iowa region.

## North Iowa Band Festival

The **82nd North Iowa Band Festival** is almost here! After a year hiatus due to the pandemic, the **Band Festival** committee has planned a fun-filled Memorial Day weekend of music and free family entertainment in Downtown Mason City to honor this beloved North Iowa tradition.

In the spirit of celebrating local musicians, the Mason City Municipal Band will kick off the weekend with a performance on Thursday night. On Friday, the Mason City High School Orchestra will perform on the Plaza. Then, talented Mason City High School Jazz Band students will perform at 6PM on the Main Stage, followed by the highly energetic headliner, High & Mighty. Saturday starts with the Stu Nevermann Run, followed by the 82nd **North Iowa Band Festival** Parade at 10AM. Due to COVID-19 precautions and to ensure the safety of festival-goers, there will be no candy or trinkets thrown at this year's parade. However, children can pick up bags of candy in Central Park immediately following the parade. The state champion Mohawks Danzers will perform at 1:30PM in front of the Main Stage prior to the Awards Ceremony at 2PM. Saturday evening's Main Stage performances will feature acoustic singer-songwriter favorite, Brad + Kate and variety headliner, The Hepperly Band.

In addition to all of the great music, the festival features a carnival and concessions throughout Memorial Day Weekend, an outdoor marketplace, instrument petting zoo, and much more! Visit [www.nibandfest.com](http://www.nibandfest.com) for up-to-date information. Please contact the Chamber with any questions, or to purchase a 2021 **Band Festival** button or t-shirt.

The **North Iowa Band Festival** tradition continues thanks to the generous financial support of major sponsors, Friends of the Festival donors, and many volunteers.



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Hanlontown • REG Mason City, LLC • Rieman Music • Tierney Development & Construction

## New Members

### VISIT ARVADA

Jean Gordon, Director  
3362 W 30th Ave  
Denver, CO 80211  
(720) 988-6804  
jean@visitarvada.org

Tourism organization in Colorado.



## Membership Renewals

Congratulations to the Chamber members celebrating membership anniversaries in May!

**Fifty Plus Years**  
Hy-Vee West (56)

**Forty Plus Years**  
Target (49)  
Drs. Weber & Otto Family Dentistry (46)  
Consolidated Energy Company (44)  
United Beverage LLC (44)

**Thirty Plus Years**  
Harley Davidson of Mason City (34)  
Express Employment Professionals (33)  
Kraft Heinz (33)  
Mason City Recycling Center (31)  
Waste Management of Northern Iowa (31)  
Electronic Engineering Company (30)  
Iowa Show Productions, Inc. (30)  
Midwest Construction & Supply (30)  
First Baptist Church (30)

**Twenty Plus Years**  
Central Park Dentistry (28)  
IOOF Home & Community Therapy Center (28)  
La'James College of Hairstyling (28)  
Country Club Stables (25)  
Church & Dwight Co., Inc. (25)  
Linahon Electric, Inc. (23)

## From the President

### I Love a Parade

The **Band Festival** parade is one of my favorite traditions. Since starting my job at the Chamber 20 years ago (yikes!) I've had the honor of working at the start of the parade to help merge the marching bands, floats, and other entries. Even after all these years, when I hear the Trombone Fanfare, followed by the Mason City High School marching band playing "76 Trombones", I get a little misty and my heart swells with pride.



Robin Anderson  
President & CEO

This year, I'm particularly looking forward to honoring the Essential Workers who continue to keep North Iowa up and running, despite the personal risk. In addition to the representatives who will be marching with the Grand Marshal entry, you'll be able to identify them in other parade entries through special signage. In addition, the Chamber will distribute Essential Worker decals at the Information Booth during **Band Festival** weekend for businesses wishing to salute their essential workers.

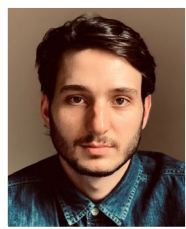
I hope you'll join me in showing your appreciation when these entries pass by you. Oh, and we realize that eliminating the distribution of candy, trinkets, and flyers is a disappointment to many. However, this practice is one more casualty of the pandemic...and we're all working hard to keep North Iowa as safe as possible. We will be distributing small bags of candy in Central Park at the Instrument Petting Zoo on Saturday afternoon.



This year, let's celebrate each and every parade entry—especially the marching bands which are at the heart of our tradition. They'll be performing without the benefit of regular practices and with the encumbrances of special safety precautions. With every step and every note, they are a symbol of everything that is great about the **North Iowa Band Festival** and life in North Iowa.

I can hardly wait.

## Meet the Chamber Intern



Noah Harris

Noah Harris joined the Chamber staff as Digital Content/Events Intern. Noah is a 2020 graduate of the University of Northern Iowa, with a BA in Strategic Public Relations.

In this role, Noah assists with the **North Iowa Band Festival**, **College Connections**, the annual **Golf Outing**, **Moonlight Bike Ride** and other events. He also manages social media and website content for the Chamber and **Band Festival**.

At UNI, Noah completed multiple courses in Marketing and Business Development, along with his primary coursework in Communications and Public Relations. In his spare time, Noah loves to be outside and spend time with his huskies. He is happy to be working at the Chamber and looks forward to helping prepare the organization's summer events.

## Summer Internship Program

**B**usinesses are invited to enroll summer interns in **College Connections**, a program designed to connect young workers to the community and to each other. Each \$100 sponsor may register up to five interns in the program. Non-sponsor member businesses can enroll their interns for \$25 per participant.

**College Connections** provides a series of social and educational activities every Thursday from June 3-July 29. Chamber members will serve as "Lunch & Learn" speakers on a variety of topics relevant to college students and new graduates. In addition to the scheduled social activities, a list of popular area recreational activities is provided for participants to pursue outside of the program's regular meeting times. Each participant also receives an intern toolkit.



*"College Connections helps interns envision our community as a place to live, rather than just a temporary place to work. If you want to invest in retaining an intern, I would highly recommend enrolling them in this program."*

-Kristy Sagdalen King, Bergland+Cram

**Program Dates:** Every Thursday, June 3-July 29, 2021

**Social Activities:** Regional Intern Networking Event, Community Scavenger Hunt, Mini Golf, Lady of the Lake, and more!

**Lunch & Learns:** Networking & Building Relationships, Leadership & Personality Styles, Young Professional Panel, and Credit Reports & Credit Cards

To enroll an intern or become a sponsor, contact Allyson Krull (akrull@masoncityia.com).

## Nominating Committee Seeks Board Prospects

Any member interested in serving on the Board of Directors is invited to submit their name to the Nominating Committee by June 1.

The Nominating Committee will meet next month to prepare a slate to be presented to the membership. Candidates who are active Chamber members, interested in getting more involved, and willing to serve in a leadership position should indicate this interest to President & CEO Robin Anderson at randerson@masoncityia.com.

The Chamber Board typically meets over the noon hour on the fourth Wednesday of each month.



## Membership Renewals (cont.)

### Twenty Plus Years (cont.)

Homestead Assisted Living (23)  
Steam Mobile (23)  
Kingland (21)  
Cargill Protein (20)

### Fifteen Plus Years

Decker House Bed & Breakfast (19)  
Schroeder Concrete (19)  
State Farm Insurance - Kristy Marquis (19)  
Pizza Ranch (18)  
Lady of the Lake (17)  
Furniture/Mattress Outlet (17)  
Fox Auction Company (17)  
Pilgrim Place (15)  
Cutting Edge Tree Services (15)

### Ten Plus Years

Clear Lake Bank & Trust Co. (14)  
NISS Excavation (12)  
Financial Architects (11)  
Greater Iowa Youth For Christ (11)  
Splash Multisport & Custom (10)  
King Construction & Overhead Door, Inc. (10)  
Blanchard Tree Service (10)  
T & R Custom Tops (10)

### Five Plus Years

J & J Machining (9)  
Window World of Mason City (9)  
Country Landscapes, Inc (9)  
Waldorf University (8)  
River City Society for Historic Preservation (8)  
YohnCo (7)  
Active Family Chiropractic LLC (6)  
DealerBuilt (6)  
Cardinal Cleaning (5)  
Aigas USA, LLC (5)

### One Plus Years

Best Impressions Photography (4)  
Spiffy Clean LLC (4)  
Staples (3)  
Monroe Plaza South (3)  
Jones, Lemon, Meier Partnership (3)  
North Iowa Court Appointed Special Advocate (CASA) (3)  
Anthony Djuren Fotography (2)  
It's Lit Fireworks, LLC (2)  
Premier Sprayfoam & Coatings (1)  
Barbers Premiere Carpet Cleaning and Home Services (1)  
Tommy's Express Car Wash (1)



## Breaking Glass Recap

The April *Breaking Glass* session featured Cynthia (CJ) Warner, President & CEO of the Ames-based Renewable Energy Group. CJ shared her experience in working to modernize and diversify the energy sector—a field she has served in various capacities for more than 35 years. As a woman working in a male-dominated industry, CJ encountered unique challenges, which solidified her strong commitment to inclusion and equity efforts for all workers.



## Be Our Guest

**T**une in Friday mornings to the Chamber “Be Our Guest” program at 8:40AM on KRIB 1490 AM, courtesy of Alpha Media.

- |        |   |
|--------|---|
| May 7  | Metro PCS<br>Tony Wirz                  |
| May 14 | One Vision<br>Heather Curtis            |
| May 21 | North Iowa Band Festival<br>Amy Fleming |
| May 28 | Cor-Tech, LLC<br>Bridget Lewey          |

## Chamber Golf Outing - June 17

**T**he Chamber *Golf Outing* is scheduled for Thursday, June 17 at Highland Park Golf Course. Register soon, as this four-person best shot tournament is filling up quickly!

Registration for a team of four includes two carts, four green fees, and eight meals (lunch and dinner for each teammate). Don't have a team? Call the Chamber to be put on a list of individuals waiting to be assigned a team.

Sponsorship opportunities and door prize donations can be arranged by calling the Chamber at 641.423.5724. Openings are still available for Hole Sponsors. Golfers will have the opportunity to vote on the best Hole Sponsor, and the sponsor with the most votes will be awarded a complimentary team at next year's outing!

To register, visit [www.masoncityia.com](http://www.masoncityia.com) or email [chamber@masoncityia.com](mailto:chamber@masoncityia.com).

### Thank you to the Golf Outing Sponsors!

#### TOURNAMENT SPONSOR \$1,500



#### HOLE-IN-ONE SPONSOR \$600



#### HOLE SPONSORS | \$350



## Moonlight Bike Ride - Save the Date

It is vital for worksites to focus on the health and well-being of their staff both at work and at home. Save the date for the 2021 *Moonlight Bike Ride*, scheduled for Friday, August 20. The Worksite Wellness Committee encourages community members to engage in healthy activities this summer and all year long. Participants may enter as an individuals or family of four. 2021 marks the fourth year of this family friendly event.

For more information or to register, contact the Chamber at 641.423.5724 or [chamber@masoncityia.com](mailto:chamber@masoncityia.com).



# 82ND NORTH IOWA BAND FESTIVAL

## MAY 27-31, 2021



### THURSDAY, MAY 27

- 6-8PM **Carnival Opens**  
*Central Park*
- 6:45PM **Mason City Municipal Band**  
*Plaza*



### FRIDAY, MAY 28

- 4-7PM **Stu Nevermann Run Packet Pickup**  
*Aquatic Center*
- 5PM **Carnival/Concessions/Marketplace**  
*Central Park*
- 5PM **Mason City High School Orchestra**  
*Plaza*
- 6PM **Mason City High School Jazz Band**  
*Main Stage*  
The MCHS Jazz Band has participated in *Band Festival* for almost as long as it has existed. Join us in cheering on these talented students, as they are featured on the Main Stage!
- 7:30PM **High & Mighty**  
*Main Stage*  
High & Mighty was nominated best R&B group by the Minnesota Music Academy. The group boasts musicians that have toured, recorded and performed with Fleetwood Mac, Prince, Glenn Frey, Don Henley and the Sounds of Blackness. The energy is high, so get ready to dance!



MCHS Jazz Band



High & Mighty

### SUNDAY, MAY 30

- 9AM **Outdoor Worship Service**  
*Trinity Lutheran Church*
- 11AM-5PM **Marketplace**  
*Central Park*
- 12-8PM **Carnival/Concessions (Wristband Day)**  
*Central Park*

### SATURDAY, MAY 29

- 8AM **Stu Nevermann Memorial Run**  
*Aquatic Center*
- 10AM **82nd North Iowa Band Festival Parade**  
*N Pennsylvania & State Street*
- Noon **Carnival/Concessions/Marketplace**  
*Central Park*
- 1:30PM **Mohawk Danzers**  
*Main Stage*
- 2PM **NIACC Extreme Makeover Announcement Awards Ceremony**  
*Main Stage*
- 3-5PM **Instrument Petting Zoo**  
*Central Park*  
Aspiring musicians can try out several different instruments from Rieman Music!
- 5PM **Brad+Kate**  
*Main Stage*  
Brad+Kate are a married music duo from Iowa. They believe that live music, unlike anything else, brings people together. They cover genres from oldies to pop, blues to rock, as well as their own original music!
- 7:30PM **The Hepperly Band**  
*Main Stage*  
The Hepperly Band is a three-generation family band who has played in every venue style imaginable. They have opened for national recording artists and performed at the Tree Town Music Festival. This band makes music fun for all ages!



Brad+Kate



The Hepperly Band

### MONDAY, MAY 31

- 12-6PM **Carnival/Concessions (Wristband Day)**

# TRAVEL NEWS

# TOURISM



## Visit Mason City celebrates the 'Power of Travel'

Travel's ability to bounce back after periods of economic hardship—and inject much-needed revenue directly into Mason City's economy—is why the theme of this year's National Travel and Tourism Week (NTTW) is the *Power of Travel*.

NTTW (May 2-8), the 38th annual celebration of the U.S. travel industry's contributions, is an opportunity to remind visitors and residents of the incredible value the travel industry holds not just for our local economy and workforce, but to our community's identity and culture—and to remind policymakers of travel's ability to help power recovery efforts.

Travel and tourism is such an important part of who we are as a community. From our architectural marvels to our beloved Hollywood history, Mason City's travel and tourism industry contributes so much to our local economy and our community's unique character.

**Before the pandemic, visitor spending in Mason City during 2019 totaled \$131.33 million.** Tourism in the state of Iowa generated \$9.26 billion, with Cerro Gordo County ranked #11 for visitor spending.

Unfortunately, that strong growth trend plummeted last year due to the pandemic. Travel spending in the U.S. declined 42%, costing the economy \$1.1 trillion, while hardworking Americans supported by travel made up a staggering 65% of all U.S. unemployment.

Despite the hardships of the last year, Visit Mason City and our local tourism partners are ready and eager to welcome back visitors and help drive our community's recovery efforts. In celebration of National Travel and Tourism Week, Visit Mason City and the Clear Lake Area Chamber of Commerce are teaming up to host a Virtual Tourism Summit on Thursday, May 6th. Tourism partners from both communities will come together to kick-off the new travel season and celebrate the strength and spirit of tourism in North Iowa! To learn more, contact Lindsey James at 641.422.1663 / [ljames@visitmasoncityiowa.com](mailto:ljames@visitmasoncityiowa.com).



## Sports Grant Application deadline is May 20, 2021

*Up to \$50,000 is available for sport events that attract visitors to Cerro Gordo County.*

*Non-professional athletic events held July 1, 2021– June 30, 2022 are eligible.*

*Applications and complete program details are available online at:*

[visitmasoncityiowa.com/north-iowa-sports-authority/](http://visitmasoncityiowa.com/north-iowa-sports-authority/)



MAIN STREET MASON CITY PRESENTS:

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# Corridor

MAY 2021



## BOARD OF DIRECTORS

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**Robert Klocke, Chairman of the Board**  
First Citizens Bank

**Diane Fischels, Vice Chair**  
Mercy Medical Center - North Iowa

**Paul Stevenson, Secretary**  
Clear Lake Bank & Trust

**Scott Smed, Treasurer**  
Bergland + Cram Architects

**Nate Carney, Past Chairman**  
Dean Snyder Construction

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**Kent Brcka**  
Henkel Construction

**Collin Davison**  
Heiny Law Firm

**Mark Ebeling**  
City of Clear Lake

**Christy Marchand**  
CFO Systems, LLC

**Marty Mensen**  
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**Gary Pyle**  
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**Dave Versteeg**  
Mason City Community School District

### Ex-Officios:

**Mayor Nelson Crabb**  
City of Clear Lake

**Mayor Bill Schickel**  
City of Mason City

**Supervisor Tim Latham**  
Cerro Gordo County

**Dr. Steven Schulz**  
North Iowa Area Community College

**Aaron Burnett**  
City of Mason City

**Tom Meyer**  
Cerro Gordo County

**Scott Flory**  
City of Clear Lake

## NORTH IOWA'S CORE STRENGTH: COMMUNITY

**SPRING 2021 BRINGS WITH IT A SENSE OF OPTIMISM** that really wasn't available to us last spring, at the start of the COVID-19 pandemic. And if we can't say we're out of the woods yet, it's clear that one thing carrying North Iowa through the troubles is community perseverance.

"We've all worked hard together so we don't have quite the economic impact seen in other places," says Chad Schreck, CEO and President of the North Iowa Corridor Economic Development Corp. "Our communities, counties, cities, organizations, and businesses all came together to lessen the impact of the pandemic."

Vision North Iowa, a partnership of organizations with a mission to improve the lives of North Iowans, provided an existing framework to share resources and strategies to lessen the pandemic's economic impact. One hundred and twenty four local businesses received North Iowa Small Business Recovery Fund grants totalling \$435,995. The Iowa Economic Development Authority distributed an additional \$1.1 million to 56 local businesses. The NIACC John Pappajohn Entrepreneurial Center set up a small business emergency hotline, helping small businesses find funds, like the Paycheck Protection Program.

Beyond the grant programs designed to lessen the strain on area businesses, there's also the determination of North Iowans to personally help other individuals this past year.

"Businesses waved their hands if they were struggling, and the community came to help them," Schreck said. "For example, when Awe'z Sandwich Shop in Mason City put out the call that they were in desperate times, people responded by shopping local and ordering carry-out."

Grassroots campaigns came to the aid of businesses shuttered or diminished by pandemic isolation. The Clear Lake Chamber of Commerce came up with the "Buy in Clear Lake" gift card campaign and raised a "staggering" amount of money, according to Schreck: \$67,170 that directly benefited local business owners. Mason City Chamber also sold \$35,200 in Chamber Bucks benefiting businesses in Mason City and Clear Lake. Residents bought 2,200 "North Iowa Strong" shirts to raise \$22,100 for local business.

"The community as a whole came together and lifted up people who needed it, at the time they needed it," Schreck says. "And not just businesses - people helped their neighbors who couldn't get groceries or who lost daycare because of closures. That's why we live in North Iowa. In the face of adversity, we really come together."

He notes that it helped that North Iowa went into the pandemic at a really good economic spot, with a lot of positive projects underway: completion of The River Apartments in Mason City; construction start-up for the Mason City Natatorium/Gym, Clear Lake School Wellness Center, Fairfield by Marriott hotel in Clear Lake, and NIACC solar array project; and expansions at Kraft Heinz, Bushel Boy Farms, and Golden Grain Energy, among others.

"I'm proud of all the things we've done, compared to the situation in some big cities," Schreck says. "It's making the area more attractive, and the increase in working from home makes it more feasible for many families to consider a move. We have the opportunity to attract remote workers from anywhere in the country, because they no longer have to work at the office. And one of the best things about living in North Iowa is the community that comes with it."

**CHAD SCHRECK**  
PRESIDENT & CEO  
[cschreck@northiowacorridor.com](mailto:cschreck@northiowacorridor.com)

**SHAUN ARNESON**  
VP, EXISTING BUSINESS & PROJECT  
MANAGEMENT  
[sarneson@northiowacorridor.com](mailto:sarneson@northiowacorridor.com)

**HUNTER CALLANAN**  
WORKFORCE SPECIALIST  
[hcallanan@northiowacorridor.com](mailto:hcallanan@northiowacorridor.com)

**JOYCE MARTIN**  
MARKETING & COMMUNICATIONS  
COORDINATOR  
[jmartin@northiowacorridor.com](mailto:jmartin@northiowacorridor.com)





# The Entrepreneurial Edge

## North Iowa Businesses Compete in Venture School Launch Day

The NIACC John Pappajohn Entrepreneurial Center hosted Venture School Launch Day on Thursday, March 25, 2021. The spring 2021 cohort of nine teams competed in person after attending classes virtually for 8 weeks of training, doing customer discovery and developing their business model alongside local entrepreneur mentors. A panel of judges (Stacy Doughan, Clear Lake Chamber; Jayson Ryner, ReEnvision Ag, and Joyce Martin, Pappajohn Center Marketing & Communications Coordinator) selected First and Second Place winners, and two Honorable Mention awards.

Each team is assigned a local entrepreneur as their mentor. On the launch day, participants compete for seed money with the top team winning \$2500. In addition, eligible teams may compete for cash awards at the state level during the Venture School Launch Day at EntreFEST in Cedar Rapids. The University of Iowa Venture School is a premier statewide program for entrepreneurs and is built from a streamlined curriculum developed by the National Science Foundation I-Corps at Stanford University and the University of California, Berkeley. Venture School emphasizes real-world entrepreneurship and innovation based on leading edge curriculum. Teams accelerate the startup process by testing business model hypotheses immediately. They get out of the building to talk to customers, partners, and competitors, rather than relying on statistics and secondhand market research.



*First Place – Nathaniel Julseth  
Nate's Powder Coating, Northwood  
Awarded \$2500 prize.*



*2nd Place – Catarino Martinez  
Casa Mezcal, Clear Lake  
Awarded \$1500 prize.*



*Honorable Mention – Marie  
Boyd, Deb Lassie, and Lisa  
Parker, The Kitchen, Mason  
City, Awarded \$500 prize*



*Honorable Mention – Shawn Flitcroft,  
Brigid Porter and Billy Koci  
Pipe Dream Pizza, Mason City  
Awarded \$500 prize*

The cost for the course is \$299. Contact Mary Spitz at [mary.spitz@niacc.edu](mailto:mary.spitz@niacc.edu) with questions. If you are a local entrepreneur interested in becoming a Venture School mentor, please contact Candi Karsjens at [candi.karsjens@niacc.edu](mailto:candi.karsjens@niacc.edu). To apply for the fall 2021 cohort, visit [www.venture-school.com](http://www.venture-school.com) and select the Mason City cohort in the drop down menu.

### Upcoming Events

#### Start Smart Workshops

**May 5:** 2:00—4:00 pm; Zoom Online Session

**May 26:** 6—8 pm; Zoom Online Session

#### TechTalk

**May 25:** 5-7 pm; Zoom Online Session. The sponsor will be Ag Ventures Alliance.

Go to our website to register <http://pappajohncenter.com/programs-events/start-smart/>



[www.pappajohncenter.com](http://www.pappajohncenter.com)  
500 College Drive, Ste 120  
Mason City, IA 50401

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Mason City  
Jane Fischer and Associates LLC  
MercyOne North Iowa Medical  
Center  
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### SILVER \$3,000-\$5,999

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Diamond Jo Casino - Worth County  
REG Mason City, LLC

### BRONZE \$1,000-\$2,999

98.7 Kiss Country / 103.7 The Fox /  
KIOW 107.3 / KCHA 95.9  
Bergland + Cram Architects  
Dental Center of North Iowa  
Farmers State Bank  
First Security Bank & Trust  
Henkel Construction Co.  
ITC Midwest  
North Iowa Area Community  
College  
North Iowa Periodontics  
NSB Bank  
SERVPRO of Mason City  
Sukup Manufacturing Co.  
Young Construction of North Iowa

## Make it OK

The Chamber Wellness Committee hosted the "Make It OK" Mental Health Seminar in April. Healthiest State Initiative Executive Director, Jami Haberl, conducted a training to reduce the negative stigma surrounding mental health by promoting conversations and mental health awareness.



## New Sculpture Installation

A new sculpture exhibit, featuring 30 new rotating sculptures and six additions to the permanent collection, will be installed this month. Founded in 2012, River City Sculptures on Parade is a non-profit organization run by volunteers with a mission to bring a significant display of public art to Mason City.



Additions to the permanent collection include:

- *Girilla & Tiney* by Gary Hovey—winner of the 2020 People's Choice Award and purchased by the City of Mason City
- *The Nest* by Virginia Sperry—a gift from the Ralph Preuss Estate
- *Lost in a Dream* by Jack Morford—a gift from Dr. Joginder Singh and Dr. Baljit Singh
- *Rocky* by Heidi Hoy—a gift to the citizens of Mason City from the artist
- *Crocodile* by Dale Lewis—a gift from Dr. Noemi Cruz-Orcutt
- *David & Phyllis* by Wayne Salge—in memory of David & Phyllis Murphy from the Murphy Foundation



Since the program began with a five-sculpture display, it has grown to include 70 works displayed along a 1.7 mile route designed to lead participants on a looping path of Mason City's Cultural Crescent and back to the downtown central core. Rotating sculptures are owned by the artists and loaned to the exhibit for one year. They are available for sale or lease. To inquire about a lease or purchase, contact Robin Anderson at [randerson@masoncityia.com](mailto:randerson@masoncityia.com) or 641.423.5724.

## Community Profile Magazine

It's hard to believe, but advertising sales are well underway for the 2022-23 edition of the North Iowa Community Profile magazine. More than 70 Chamber members have already reserved ad space in this biennial publication. This comprehensive magazine contains a host of local data including economic statistics, census information, workforce characteristics, and cost-of-living indices for Mason City, Clear Lake, and Cerro Gordo County.

The Chamber, North Iowa Corridor EDC, Visit Mason City, Main Street Mason City and other partners use these guides for professional & executive recruitment, presentations to economic development prospects, visitor information, and consumer relocation packets.

Sales Representative Michael Holmes is well-known to Chamber members. This is the sixth time he has assisted the Chamber staff with this important project. Michael will be available to reserve ad space through mid-June. Contact him at the Chamber office (641.423.5724) to make an appointment or reach him on his cell phone at 815.871.2631.

## Ribbon Cuttings

### NEW MEMBER

Simply Nourished Mason City  
13 S Federal Ave



### NEW LOCATION

Elite Boxing Academy & Fitness Club  
109 1st St SE



## Leadership North Iowa Project

This year's **Leadership North Iowa (LNI)** class is teaming up with Mason City Parks and Recreation to establish a community garden on the grounds of the former Madison Elementary School in Mason City. The location of the gardens will be within the walking track on the old school ground, adjacent to the playground – a friendly place for families to gather, and a great utilization of space! The garden will provide an additional 20 plots available for rent, meeting the current need of those on a waiting list from last year.

The City already has an established community garden program, but **LNI** is completing the legwork and fundraising to start a third garden. Initial expenses include materials such as copper pipe, water hydrants, meter, shut off boxes, a garden shed, and concrete repairs to the road after installing the water line. City crews will donate labor costs for installation.

Research shows community gardens increase access to fresh foods, improve food security, increase physical activity through garden maintenance activities, improve dietary habits through education, increase fruit and vegetable intake, reduce risk of obesity, and improve mental health and promote relaxation. Mental and physical health are priorities for the community and this would assist in improving both for North Iowa families.

**LNI** participants look forward to completing the project for planting in spring of 2022. While the group has applied for some grants, they also seek additional donations to cover expenses. Those interested in donating toward the community gardens project can contact Allyson Krull at the Chamber (akrull@masoncityia.com).



## Wellness

### Rally for Recovery

The Chamber of Commerce is proud to join Rally for Recovery to help stimulate the Mason City economy safely and effectively by working together to defeat the pandemic. Rally for Recovery encourages businesses to wear masks in the workplace, reduce barriers to vaccinations, and communicate with customers within the community.

Rally for Recovery with the United States Chamber of Commerce works to promote the following three steps:

1. Accelerate Vaccinations
2. Reopen Safely
3. Defeat the Pandemic

Local businesses can join the movement, too! Those interested in joining Rally for Recovery can use #RallyForRecovery to enable the U.S. Chamber of Commerce to share the social media posts.

The U.S. Chamber provides accurate information along with data-driven tactics to help promote the economy within businesses and communities. Employers play a large role when it comes to fighting the pandemic.

Rally for Recovery's main goal is to encourage businesses across the nation to rally around one common goal – defeating the pandemic – together.





# Chamber Leadership

## Executive Committee

Andy Meyer, Chairman of the Board  
*Bergland+Cram Architects*  
Jane Fischer, Chair Elect and Community & Membership Division Vice President  
*Jane Fischer & Associates, LLC*  
Tyler Kerr, Past Chairman  
*REG Mason City, LLC*  
Danielle Pace, Treasurer  
*Clear Lake Bank & Trust Co.*  
Bill Phillips, Government Affairs Division Vice President  
*Henkel Construction Company*  
Dr. Steve Schulz, Workforce & Leadership Division Vice President  
*North Iowa Area Community College*  
Jeff Gribben, Small Business Division Vice President  
*First Citizens Bank*

## Board of Directors

Kyle Bermel, *Metalcraft, Inc.*  
Dr. Noemi Cruz-Orcutt, *Mint Springs Dentistry*  
Michael Davis, *IOOF Home & Community Therapy Center*  
Drew Gappa, *NSB Bank*  
Andrew Johnston, *Laird Law Firm*  
Matt Koch, *Sukup Manufacturing*  
Janelle Kruger, *Kraft Heinz*  
Matt Leibrand, *Stoney Creek Hospitality*  
Dr. Paul Manternach, *MercyOne North Iowa Medical Center*  
Evan Raulie, *Smithfield*  
Jessica Reith, *Cargill Protein*  
Katy Showalter, *Window World of Mason City*  
Jaci Smith, *Globe Gazette*  
Bert Vigen, *Nordic Home Improvements*  
Katie Wold, *Market 124*  
Dan Young, *Young Construction of North Iowa*

## Staff

Robin Anderson, CCE, IOM  
President & Chief Executive Officer  
[randerson@masoncityia.com](mailto:randerson@masoncityia.com)  
Colleen Frein, IOM  
Vice President & Membership Director  
[cfrein@masoncityia.com](mailto:cfrein@masoncityia.com)  
Allyson Krull, IOM  
Marketing & Leadership Development Director  
[akrull@masoncityia.com](mailto:akrull@masoncityia.com)  
Zoie Papouchis  
Service & Operations Associate  
[chamber@masoncityia.com](mailto:chamber@masoncityia.com)

This is a Mason City Chamber of Commerce Publication.  
Mason City, Iowa 50401 641.423.5724

Publications are monthly for \$20 per year by the Mason City Chamber of Commerce, 9 North Federal Avenue, Mason City, IA 50401-3250. Second Class postage paid at Mason City, IA. Postmaster: send address changes to The Chamber, 9 North Federal Avenue, Mason City, IA 50401-3250.



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## Upcoming Events

MARK YOUR CALENDAR

### North Iowa Band Festival Events

For full Band Festival schedule, see page 5 or visit [www.nibandfest.com](http://www.nibandfest.com)



Thursday <b>May 27</b>	Carnival   Central Park Mason City Municipal Band   Plaza
Friday <b>May 28</b>	Stu Nevermann Run Packet Pickup   Aquatic Center Carnival/Concessions/Marketplace   Central Park MCHS Orchestra & Jazz Band   Plaza & Main Stage High & Mighty   Main Stage
Saturday <b>May 29</b>	Stu Nevermann Memorial Run   Aquatic Center 82nd North Iowa Band Festival Parade   N Pennsylvania & E State St Carnival/Concessions/Marketplace   Central Park Mohawk Danzers/NIACC Makeover/Awards Ceremony   Main Stage Instrument Petting Zoo   Plaza Brad+Kate   Main Stage The Hepperly Band   Main Stage
Sunday-Monday <b>May 30-31</b>	Sunday Outdoor Worship Service   Trinity Lutheran Church Carnival/Concessions/Marketplace   Central Park

## Get Involved/Committee Meetings

Tuesday <b>May 4</b>	<b>Ambassador Meeting</b>   Noon-1PM 3rd Floor Event Room, Commerce Center   9 N Federal Ave
Friday <b>May 14</b>	<b>North Iowa Band Festival Committee</b>   Noon-1PM Band Festival Room, Commerce Center   9 N Federal Ave
Wednesday <b>May 26</b>	<b>Chamber Board Meeting</b>   Noon-1PM 3rd Floor Event Room, Commerce Center   9 N Federal Ave

## June Events

June 3 | *College Connections* begins  
June 17 | *Golf Outing* at Highland Park Golf Course  
June 24 | *Business After Hours* sponsored by First Security Bank