

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



Time: 4-6PM

Date: Thursday, January 20

Location: Pottery on the Plaza
14 S Federal Ave

Hosted By:



Thank you to 98.7 KISS Country/103.7 The Fox for highlighting Business After Hours on its stations!

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The State of North Iowa - January 13

Dr. Ron Cox from Iowa State University will provide the keynote address at the third annual **State of North Iowa** event scheduled from 8-10AM on Thursday, January 13 at the newly-opened Fairfield Inn by Marriott in Clear Lake.

His presentation, entitled "The Iowa Workforce Skirmishes," focuses on the challenge of workforce shortages. However, Dr. Cox goes beyond naming the problems. He offers solutions and new ways of addressing this issue that business leaders will want to hear.

In addition, this event is an opportunity for the business community to hear directly from city and county leadership from Mason City, Clear Lake, and Greater North Iowa as they highlight recent accomplishments, outline future goals, and offer ideas about current business and community issues. This event is an initiative of the county-wide *Vision North Iowa* strategic planning efforts.

The *Vision North Iowa* steering committee will also provide attendees with a preview of a social media campaign aimed at recruiting talent to North Iowa.

Tickets to the event are \$25 and can be purchased on the Chamber's website (masoncityia.com), or by emailing Noah Harris at nharris@masoncityia.com.

The State of North Iowa is sponsored by Clear Lake Bank & Trust Co.



Dr. Ron Cox
Director, Center for
Industrial Research
and Service



Breaking Glass - January 27

January's **Breaking Glass** program features Chief Justice of the Iowa Supreme Court, Susan Christensen, from 8:30-10AM on Thursday, January 27 at the Commerce Center. This session is sponsored by Holiday Inn Express and Suites of Mason City.

Chief Justice Christensen was appointed to the Iowa Supreme Court in 2018, and was selected as chief justice in February 2020. Prior to her appointment to the Iowa Supreme Court, Chief Justice Christensen was appointed a district associate judge in 2007 and a district court judge in 2015. Before becoming a judge, she practiced law in Harlan for 16 years.

She will share her unique experiences and encourage attendees to stretch their leadership potential to make a greater impact within their organizations. Tickets are \$10 for members and \$20 for non-members. Contact Noah at the Chamber to register (nharris@masoncityia.com).



Susan Christensen
Iowa Supreme Court
Chief Justice



New Members

FAIRFIELD INN & SUITES

Jeris Schesser, Operations Manager
1401 Bayou Road
Clear Lake, IA 50428
(641) 357-8585
sales@vkbmanagement.com
www.marriott.com

Travel with confidence by checking into the New Fairfield Inn & Suites by Marriott®, a hotel with outstanding service to make all of your travels easy and comfortable - at an exceptional value.

POTTERY ON THE PLAZA

Lucas & Colleen Frein, Owners
14 S Federal Ave
Mason City, IA 50401
potteryonthepiazza@gmail.com
www.potteryonthepiazza.com

Pottery on the Plaza is a unique shop in Downtown Mason City where budding artists of all ages and abilities can make their creations come to life through paint-your-own-pottery.

RCP INVESTMENTS

Matt Splittgerber, Managing Partner
1533 Plymouth Rd
Mason City, IA 50401
(641) 530-9069
matt@rcpinvestments.com

RCP Investment is a privately-owned real estate investment firm focused on acquiring and managing income-producing assets in North Iowa.



From the President

New Year...Same Problems

And just like that, with the flip of the calendar, we're celebrating the start of 2022! I approach each new year with a spirit of hope and optimism, but as I sat listening to the Chamber board "round table" last month, I was struck by how little has changed. We need workers. We need to grow.

That said, I'm looking forward to the presentation by Dr. Ron Cox at **The State of North Iowa** meeting on January 13 at the NEW Fairfield Inn hotel in Clear Lake. His perspective on workforce goes beyond demographic challenges. We need to start chipping away at this issue and Dr. Cox will make some suggestions that we can get working on right away.

I'm also looking forward to the **Breaking Glass** event on Thursday, January 27. Chief Justice Susan Christensen from the Iowa Supreme Court will be here to share her views on leadership, equity, and inclusion. As a female leading Iowa's high court, she has a unique perspective that we can all learn from.

Finally, the US Chamber selected our chamber as one of six pilot programs from across the country to host a civics bee competition for middle school students. Studies have shown a decline in civics education nationwide which seems to coincide with a dwindling trust in our system of government. We're looking forward to the challenge of working with local students to actively engage them in our democracy.

Your Chamber team is full of resolve to make 2022 a great year! You can count on us to continue to produce quality events like **The State of North Iowa** and **Breaking Glass** that will make a positive difference in North Iowa.

Cheers!



Robin Anderson
President & CEO

Ag Tax Seminar - January 27



Kristine Tidgren
Iowa State University

The **Ag Tax Seminar**, sponsored by Benchmark Agribusiness, Inc., is set for 11:30AM-1PM on Thursday, January 27 at the Commerce Center.

The Agribusiness Committee understands the importance of staying up to date with current laws and regulations in the agricultural world. This informative luncheon is designed to help break down those subjects and explain how they impact business.

Kristine Tidgren, an adjunct assistant professor in the Agricultural Education & Studies Department and Director for the Center for Agricultural Law and Taxation, is the featured speaker. Kristine's work focuses on studying and interpreting laws impacting the ag industry, with a focus on agricultural taxation. She also regularly collaborates with other agricultural law and tax professionals throughout the country and is licensed to practice law in Iowa and Missouri and is a member of the Iowa Bar Association.

Tickets to the **Ag Tax Seminar** are \$20. This includes a catered lunch by a Chamber member business and the opportunity to learn about changes and updates in agribusiness tax laws. Tidgren will also discuss projections for the upcoming planting season.

Contact Noah at nharris@masoncityia.com to register.

Chamber Hosts Civic Bee Competition

Mason City middle school students who can show their knowledge and enthusiasm for civics will have a chance to win recognition and prizes in a Civics Bee sponsored by the Chamber.

Mason City is one of six locations around the country participating in a pilot Civics Bee competition as part of a national initiative of the U.S. Chamber of Commerce Foundation. The program aims to increase literacy about American civic life. The National Civics Bee is designed to give young Americans a taste of how they can contribute and participate in our government process.

The local Civics Bee will take place during the first quarter of 2022, alongside Bees operated by chambers in New Mexico, Texas, Wyoming, Maryland, and Kentucky. Each local Bee will recruit middle school students to participate in a first-round essay competition on civics. From those participants, local judges will choose ten students to participate in the final round: a live quiz event testing their civics knowledge.

Studies have shown a decline in civics education nationwide in recent years that has coincided with waning civics literacy, dwindling trust in a range of public institutions, and an intensifying polarization among various segments of Americans. Overall, the survey reported only 56% of Americans could name all three branches of government. A shocking 20% could not name a single branch.

Modeled on annual spelling bees that occur across the country, the National Civics Bee is designed to be a first step in reacquainting Americans with civics education. Chamber President Robin Anderson and Vice President Colleen Frein are working with Bridgette Wagoner, Director of Curriculum & Instruction for the Mason City Community Schools to present this program.

Chamber Bowl - February 1-3

The 29th annual **Chamber Bowl** will take place February 1, 2, and 3 at Mystic Lanes. Dinner is included, and many prizes will be awarded each night. Register soon, as this event fills up quickly!

Time: Registration from 3:30-3:50PM | Bowling begins at 4PM | Meal at 6:30PM

Date: Tuesday, February 1; Wednesday, February 2; or Thursday, February 3

Location: Mystic Lanes | 2571 4th St SE, Mason City

Fee: \$200 per team of six (includes meal, three games, and shoe rental)

Snow Date: Friday, February 4



To register, complete the enclosed registration form, register online at www.masoncityia.com, or contact Noah at nharris@masoncityia.com.

Thank you, **Chamber Bowl** Sponsors!



Membership Renewals

Congratulations to the Chamber members celebrating membership anniversaries in January!

One Hundred Plus Years

Atlantic Coca-Cola Bottling Company (114)

Wells Fargo Bank (110)

Locher Law Firm (102)

1ST Insurance (101)

Eighty Plus Years

Laird Law Firm (84)

Arnold Motor Supply (83)

US Bank (81)

Allied Purchasing (80)

Seventy Plus Years

RSM US LLP (79)

Henkel Construction Co. (78)

Hosmer Honda (77)

Masters Chiropractic (77)

Petroblend Corp. (76)

WHKS Engineers, Planners & Surveyors (74)

Culver-Hahn Electric Supply (71)

Sixty Plus Years

KIMT-TV, MY3.2 TV (68)

Pepsi Beverages Company (67)

Plumb Supply Co. (67)

Cerro Gordo County Farm Bureau (65)

The Nettleton Dental Group, PC (64)

Major Erickson Funeral Home & Crematory (63)

McDonald's Restaurant (62)

Pappajohn, Shriver, Eide & Nielsen P.C. (62)

Fifty Plus Years

CURRIES (54)

Builders FirstSource (53)

Forty Plus Years

Northern Cedar Service Co. Inc. (48)

United Way of North Central Iowa (48)

North Iowa Eye Clinic, P.C. (46)
43 North Iowa (42)

Trinity Lutheran Church (42)
Mechanical Air Systems (40)

Membership Renewals (cont.)

Thirty Plus Years

Ag Processing, Inc. (37)
Cinema West Theatre (37)
Mason City Tile & Marble (36)
Hampton Inn & Suites (33)
CENT Credit Union (32)
North Iowa Community Action
Organization (32)
McCloskey Appliance (31)

Twenty Plus Years

Mason City Parks & Recreation
Department (27)
Schupick & Associates, P.C. (26)
Larson Contracting (25)
North Iowa Air Service (21)
Ironhouse Gym, Inc. (20)

Fifteen Plus Years

Community Housing Initiatives/
River City Apartments (18)
Habitat for Humanity of North
Central Iowa (18)
Athletico (17)
Cabin Coffee Company (17)
Nature's Best Ingredients, Inc. (16)
Cavalier Coaches, Inc. (15)
Rib Crib BBQ & Grill (15)
Potter & Brant, P.L.C. (15)

Ten Plus Years

ControlPrint Creative (12)
Oak Leaf Comics & Collectibles (10)

Five Plus Years

Mike Hegtvedt Real Estate &
Auction Company (9)
Navratil Excavating Inc. (8)
Theilen Auto Sales (8)
MercyOne Mason City Home
Medical Shop (7)
MercyOne North Iowa Women's
Health Center (7)
MercyOne Mason City Urgent Care
(7)
MercyOne Regency Pharmacy (7)
MercyOne North Iowa
Dermatology Care (7)
MercyOne Regency Family
Medicine (7)
Mason City Surgery Center (7)
Steve Kruse (6)
McKesson Corporation (6)
Jeffrey Auto Repair Service (6)

Picture Day - January 6

Start the year off right with **Picture Day**, set for 8:30AM-1:30PM on Thursday, January 6 at the Commerce Center. Christy Adams with Best Impressions Photography will take professional headshots to use for business cards, company newsletters, online profiles, and more...at a fraction of the regular price!

For only \$40, participants will receive a professional digital copy of their photo. Each participant will take three photos and select one of the three for retouching.

Best Impressions
PHOTOGRAPHY

As an added bonus, members may use this opportunity to enhance their business listing on the Chamber's website. A staff member will be available to walk through the Membership Information Center (MIC) and help businesses look their best online! Add details to a business listing in the Chamber's online directory, learn how to create events for the online calendar, add photos, post news releases, and more!

To register, visit masoncityia.com and select the 15-minute time slot of your choice. A confirmation email will be sent the week of the event with additional details.

2022 State Legislative Agenda

Talent Poll will Guide Chamber's 2022 State Legislative Agenda

The interests of North Iowa businesses are represented at the state capitol through the Chamber's membership in the Iowa Chamber Alliance. In preparation for the upcoming legislative session, ICA hired CYGNAL, a professional market research firm to conduct a talent poll.

The 2020 census highlighted Iowa's frustratingly slow population growth rate that has a major impact on economic growth. Iowa has grown less than 1% annual since 1900 and current demographic trends put extreme pressure on our businesses. Locally, workforce shortages are the number one issue facing businesses.

The talent poll is aimed at Iowans age 18-65 who are currently employed and will research what, in their view:

- makes Iowa an attractive location to live/work
- are limiting factors to Iowa's attractiveness
- brings/keeps people in Iowa
- are issues of importance. For example, how important is "placemaking", and how important are social issues?

North Iowa provides a great environment for people to thrive, and even though population growth is an extremely difficult challenge, the Chamber's goal is to ensure future policy decisions focus on issues that will impact talent attraction and retention.

The Iowa Chamber Alliance is a non-partisan coalition that represents the leading chamber of commerce and economic development organizations throughout Iowa that focus on promoting economic growth policies and initiatives. Chamber President Robin Anderson is a past chairperson of this group, and North Iowa Corridor Economic Development Corporation President Chad Schreck currently serves as its chair.



State Senator
Amanda Ragan



State Representative
Sharon Steckman



State Representative
Shannon Latham

Thank You Directory Advertisers

The "North Iowa's Best Businesses" 2022 Membership Directories were distributed in **Operation Thank You** packets in December. This annual printed directory of member contact information is a useful tool for Chamber members. Additional copies of the directory are available at the Chamber office upon request.

Thank you to the advertisers who made this publication possible.

Full Page Advertisers

Chad Harrison, CPA PLLC
Clear Lake Bank & Trust Co.
Dental Center of North Iowa
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Henkel Construction Co.
Jane Fischer & Associates LLC
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Half Page Advertisers

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First Security Bank & Trust

Half Page Advertisers (cont)

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Mason City Roofing
Mechanical Air Systems
Medical Associates Health Plans
Mint Springs Dentistry
North Iowa Area Community College
North Iowa Orthodontics
POET Biorefining - Hanlontown
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TimberCrest at Glen Oaks Community
Waldorf University
Woodharbor Custom Cabinetry & Design Showroom



Quarter Page Advertisers

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Hy-Vee East
JP Wealth Advisors
Mason City Municipal Airport Commission
Northwestern Steakhouse
NSB Bank
Printing Services, Inc.
Schupick & Associates, P.C.
Zilge's Appliance Center

AARP Offers Special Program for Seniors

The Senior Community Service Employment Program offers paid training positions to local residents age 55 and over who are currently unemployed and interested in permanent full-time or part-time employment. Available positions include clerical, food service, adult & child care, and custodial roles.

The Chamber is participating in this program and has an opening for a clerical position.

For more information, call the AARP Foundation Senior Employment Specialist at 641.243.8873.



Membership Renewals (cont.)

Five Plus Years (cont)

Applied Industrial Technologies (6)
North Iowa Periodontics, PLLC (6)
Cerro Gordo County (5)

One Plus Years

Jane Fischer and Associates LLC (4)
Applebee's Grill + Bar (4)
Better Business Bureau (4)
Edward Jones - Matt Sonquist, Financial Advisor (4)
Heaven's Best Carpet Cleaning (3)
Memorial Park Cemetery, Crematory & Funeral Home (3)
Beltone (3)
Mason City Arena (2)
The Sports Page of Mason City (2)
Country Axe (2)
Nordic Home Improvements (2)
Budget Blinds of Mason City (2)
Enchanted Acres (2)
The Brick & Style Company (1)
2 Artists LLC (1)
Gogerty & Associates PLC (1)
Realty One Group Welcome Home (1)

Be Our Guest

Tune in Friday mornings to the Chamber "Be Our Guest" program at 8:40AM on KRIB 1490 AM, courtesy of Alpha Media.

January 7	Lime Creek Nature Center <i>Mike Webb</i>
January 14	Pottery on the Plaza <i>Colleen Frein</i>
January 21	Fairfield Inn & Suites <i>Vickie Peek</i>
January 28	Surf Ballroom <i>Laurie Leitz</i>



Visit Mason City awards grant funding

The Visit Mason City Board of Directors recently announced approval of four marketing grants to be used for projects promoting Mason City attractions and events. Award amounts ranged from \$500.00 to \$1,000.00. Award recipients include the following:

- **Charles H. MacNider Art Museum** for radio ads
- **North Iowa Fights** for advertising and print materials
- **Kinney Pioneer Museum** for website development
- **Surf Ballroom / Music Enrichment Center** for printed brochures



Visit Mason City's Tourism Marketing Grant provides financial assistance for marketing projects that promote events, tournaments, conventions, activities, and facilities that attract tourism activity to the community. Projects must have a focus outside a 90-mile radius of Mason City.

REMINDER: NEXT GRANT APPLICATION DEADLINE IS JANUARY 28!

The next round of applications for the tourism marketing grant program are due on January 28, 2022. Applications are available online at www.visitmasoncityiowa.com/tourism-marketing-grant/

2022 Experience Guide Partnerships Now Available

Throughout the past year, the *Mason City Experience Guide* has been used to fulfill more than 29,000 visitor requests from all 50 states and 18 countries – an 11% increase from FY2019-20. In addition, the [digital guide](#) has received more than 1,300 views.

Our team is excited to get to work on the 2022 Mason City Experience Guide. New guides will be printed in mid-February and available before the end of March 2022.

Throughout the year ahead, guides will be distributed to:

- Visitors to the Mason City Visitor Center
- Visitor requests from our annual media buy including Midwest Living, Better Homes & Gardens, Our Iowa, The Iowan, Minneapolis Star Tribune, Omaha World-Herald, Kansas City Star, Vacation Iowa, Illinois Country Living, Minnesota Monthly, Missouri Life, Nebraska Life, South Dakota Magazine, the Iowa Travel Guide, & more!
- Welcome Bags for large group meetings, reunions, sport events, motorcoach tours, etc.
- High-traffic tourism locations throughout Mason City & Clear Lake including lodging, attractions, campgrounds, dining, retail, & more.
- All Iowa Welcome Centers.
- In digital / downloadable format on the Visit Mason City website — www.VisitMasonCityIowa.com.
- State, regional and national travel shows.
- And More!



This publication wouldn't be possible without the support of our local tourism partners. To learn more about promoting your business or organization in the 2022 Experience Guide, contact Lindsey James (641.422.1663 / ljames@visitmasoncityiowa.com).



JANUARY 2022

HAPPY NEW YEAR FROM ALL OF US AT MAIN STREET MASON CITY

VOLUNTEER OPPORTUNITIES

Promotions Committee

- Market the downtown district's defining assets
- Communicate unique features through storytelling
- Support the buy-local experience

Design Committee

- Create an inviting, inclusive atmosphere
- Celebrate historic character
- Foster accessible, people-centered public spaces

Economic Vitality Committee

- Build a diverse economic base
- Catalyze smart new investment
- Cultivate a strong entrepreneurship ecosystem

Organization Committee

- Build leadership and strong organizational capacity
- Ensure broad community engagement
- Forge partnerships across sectors

Event Volunteers

Volunteers are always needed and welcomed at any event that Main Street Mason City puts on. It is a great way to be active in your community and give back!





Corridor

JANUARY 2022



BOARD OF DIRECTORS

Officers:

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Bergland + Cram

Marty Mensen, Vice Chair
Alliant Energy

Diane Fischels, Treasurer
MercyOne - North Iowa

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CFO Systems, LLC

Emily Peters
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Supervisor Tim Latham
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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

A YEAR IN REVIEW

THE NORTH IOWA CORRIDOR hosted our Quarterly Partner Forum December 10th. This event is one of our favorites because it provides the opportunity to hear from our local businesses and partner organizations about the important things happening for them, as well as get input on how we can best serve them. We also provide brief updates on our activities and key priorities for the coming months. Below is a brief synopsis of the morning, but we hope you can join us for our next one coming up in March 2022!

Project Activity

The Corridor works closely with local and prospective businesses on potential expansion projects throughout the county. If your business is considering growth possibilities, please be sure to contact us to help get the process started so we can help provide you with the resources to help. Numerous area businesses are experiencing exciting growth prospects, and below are a few examples.

One of the projects discussed is expansion underway for Five Star Coop in Ventura. The company continues to grow, and is working on several new facilities on a 17 acre site. Cerro Gordo County updated its Urban Renewal Plan in order to facilitate and support the current \$8m project, as well as plans for more growth in the future.

The Corridor is also working closely with Pritchard Companies of Clear Lake, who purchased the former TeamQuest office building, and has moved about 70 of their employees into the building. The company is working on exciting things in the Electric Vehicle space, and has significant plans for growth and addition of up to 50 people over the next 5 years that the Corridor and City of Clear Lake are assisting with.

In addition to the phenomenal success of our local businesses, the Corridor has continued to have strong interest from businesses interested in expanding into the region. The primary sector has been in the bio-renewable fuel industry, as we are currently working with 3 major projects that have selected our area, pending final due diligence and pre-development work over the coming year.

This includes two projects in the renewable diesel/sustainable aviation fuel industry, and one in the cellulosic ethanol industry. These projects represent significant investment potential, ranging from \$190m to \$300m each, and creation of between 30-70 jobs at average wages over \$60,000. This sector is one of our most established areas of success, with companies like Golden Grain and REG, but these projects would give our region a very dense cluster that would lead to further spin-off opportunities and industry synergies, and exciting future growth potential in high value industries.

Workforce

While the project activity is exciting, it continues to drive home the significant need for more workforce. North Iowa is no different than the rest of the country: we need more people. To that end, the Corridor and our partners in the Vision North Iowa initiative are moving forward with a significant investment in a proactive marketing effort to recruit new workers to our region. Beginning in January, the This is North Iowa campaign will be targeting people with the skills our businesses need. New content and materials are being produced that we hope will help to drive more people to our business's job opportunities by building awareness of our region and the great quality of life our communities have to offer. We look forward to sharing more at the State of North Iowa event coming up January 13th.

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The Entrepreneurial Edge

Start Smart education sessions now available on demand

The NIACC Pappajohn Center and the Small Business Development Center offers a **free** two-hour workshop designed for anyone who is considering starting a business. At *Start Smart*, participants learn how to create a business plan, conduct market research, discuss different types of business ownership, and learn how to register a business. Now, North Iowa entrepreneurs can participate in *Start Smart* on their own schedule.

Brook Boehmler, SBDC Director has been facilitating these *Start Smart* sessions twice a month on Wednesday evenings for the past seven years. We understand not everyone is able to attend the sessions in person or by Zoom. The new on-demand model will increase access for entrepreneurs.

The Start Smart sessions have been recorded and divided into 6 parts, so you can watch them when it is convenient for you. There will be short tests at the end of each session to ensure you understand the basic concept. After viewing the *Start Smart* trainings, you can make an appointment to meet over the phone or individually with the Small Business Development Center Counselors to help review your business plan or provide guidance with other issues. To access this free training on the America's SBDC website, visit <https://iowasbdc.org/on-demand-training/>

1 | Start-up Basics



2 | Concept Feasibility



3 | Critical Issues & Decisions



4 | Legalities, Permits & Licenses



5 | Business Plan & Financials



6 | Arrange Financing



Spring Venture School—Apply online by January 14

Cost: \$299 for you and/or your team

Orientation: Thursday, January 27, 2022 @ NIACC Campus

Classes: Every Thursday, February 3 - March 10 via ZOOM

No class March 17 due to Spring Break

Venture School Launch Day Competition: March 2 @ NIACC Campus

<https://www.iowajpec.org/community/venture-school>



www.pappajohncenter.com
500 College Drive, Ste 120
Mason City, IA 50401

Thank You YIELD Sponsors

98.7 KISS Country / 103.7 The Fox*
 Ag Processing, Inc.*
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 Cargill Protein*
 Central Park Dentistry*
 Children's Dental Center of Mason City*
 Clear Lake Bank & Trust Co.*
 CURRIES
 Dental Center of North Iowa*
 Drs. Weber & Otto Family Dentistry*
 Edward Jones - Sarah Carlsson, CFP
 First Citizens Bank*
 Heartland Asphalt, Inc.*
 Henkel Construction Co.*
 Holiday Inn Express and Suites -
 Mason City*
 Jane Fischer and Associates LLC*
 Kwik Star
 Laird Law Firm*
 Major Erickson Funeral Home &
 Crematory*
 Mason City Clinic*
 MercyOne North Iowa Medical Center*
 Metalcraft, Inc.*
 Mid-West Roofing Company/Custom
 SheetMetal Works*
 Mint Springs Dentistry
 Newman Catholic School System
 North Iowa Eye Clinic, P.C.*
 North Iowa Orthodontics*
 NSB Bank*
 Overhead Door Company of Mason
 City*
 Ozzie Ohl*
 POET Biorefining - Hanlontown*
 REG Mason City, LLC*
 River City Morning Kiwanis*
 The Nettleton Dental Group, PC*
 Transform Hot Yoga*
 WHKS Engineers, Planners & Surveyors*

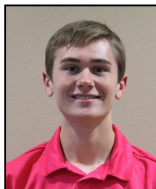
*Denotes multi-year sponsor



2021-22 YIELD Graduates

Since 2003, the Chamber of Commerce has provided leadership training for area youth. The **YIELD** program (**Youth Investing Energy in Leadership Development**) is an investment in our future citizens and leaders that will surely yield huge benefits for North Iowa. This program has become a model for youth leadership programs and has been replicated in other communities, including some in our region.

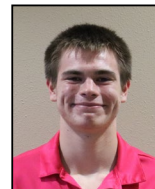
Participants are high school juniors from Mason City High School, Mason City Alternative High School, and Newman Catholic High School, identified as good students and good citizens who are likely to emerge as future community leaders. Thank you to Principals Dan Long, Katie Fistler, and Tony Adams for their support.



Andrew
Arthur
Newman



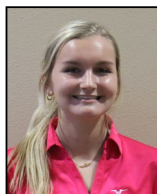
Elisabeth
Carlsson
Newman



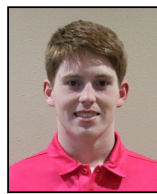
Jess
Cornick
MCHS



Alex
Deets
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Miriam
Dettmer
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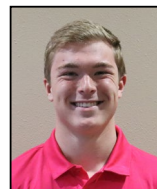
Paul
Fabian
MCHS



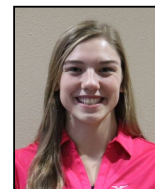
Isabelle
Goedken
MCHS



Destiny
Kinyaiya
MCHS



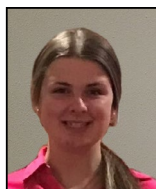
Benjamin
Lorence
MCHS



Marie
Manternach
Newman



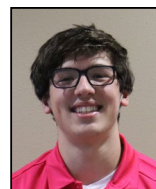
Rosa
Monarch
MCHS



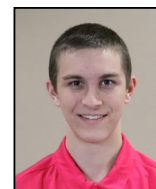
Zoey
Mullert
MCHS



Leah
O'Connell
Newman



Daniel
Schwarz
MCHS



Elijah
Steidl
Newman



Lily
Thompson
MCAHS

Guest Speakers

Brett Bachtel, Visit Mason City • Julie Bauer, First Citizens Bank • J Brooks, 98.7 KISS Country
 Josh Congello, Pappajohn, Shriver, Eide & Nielsen, P.C. • Bob Fisher, KGLO News • Amy Fleming,
 KIMT News 3 • Colleen Frein, Chamber of Commerce • Cynthia Lewerke, The Decker House Bed &
 Breakfast • Diane Murphy, River City Morning Kiwanis • Sheriff Kevin Pals, Cerro Gordo County

Ribbon Cuttings

CLUB MERGER
Mason City Lions Club
Mason City



NEW MEMBER
Pottery on the Plaza
14 S Federal Ave



Ag Breakfast – March 22

Save the Date for the 2022 **Ag Breakfast** scheduled for Tuesday, March 22 at the farm of Kevin Pope, located at 16825 300th Street in Mason City.

Breakfast will be served at 8AM, followed by a program at 9AM, featuring Iowa State University Dean of the College of Agriculture and Life Sciences, Dan Robison.

The Agribusiness Committee hosts this annual appreciation event to bring together farm and business for breakfast and education. Tickets are available for Chamber Members in full tables (10 seats) for \$100 or half a table (5 seats) for \$50. Individual tickets are \$12 and student tickets are \$5. Contact Noah for more information or to purchase tickets: nharris@masoncityia.com | 641-423-5724.

Thank you to the 2022 **Ag Breakfast** Sponsors:



Dan Robison, Dean
Iowa State University
College of Agriculture &
Life Sciences



Wellness

Happy New Year!

The new year is always full of exciting things. New friends, new memories, and new resolutions. One of the most popular New Year's Resolutions is to exercise more and to eat healthier. Oftentimes, people will find themselves losing motivation for these ambitious resolutions within just a couple months of setting out on their journey to wellness. So how does a person make their resolutions stick?

One Harvard study shows the best way to ensure these resolutions hang around past Valentine's Day is to create new habits. It's no surprise to anybody that new behaviors aren't learned overnight. Instead, one must plant the seed for change before acting. "Creating new habits takes time and energy. A new behavior won't become automatic overnight, but you may enjoy some of its benefits fairly quickly" says the November 2020 article from Harvard Medical School.

It's all about taking the first step. Whether it be renewing that old gym membership, finding time for an extra hour of sleep every night, or kicking that bad habit. By holding yourself accountable and rewarding yourself for the hard work, this repetitive behavior will soon shape itself into a habit.

The Chamber continues to support wellness within the community, and we wish everyone a happy and healthy 2022!



Chamber Leadership

Executive Committee

Jane Fischer, Board Chairperson
Jane Fischer & Associates, LLC
 Evan Raulie, Chair Elect
Smithfield
 Andy Meyer, Past Chairperson
Bergland+Cram Architects
 Danielle Pace, Treasurer
Clear Lake Bank & Trust Co.
 Jeff Gribben, Small Business
 Division Vice President
First Citizens Bank
 Bill Phillips, Government Affairs
 Division Vice President
Henkel Construction Company
 Jessica Tierney, Workforce & Leadership
 Division Vice President
Tierney Properties
 Todd Leet, Community & Membership
 Division Vice President
Thrivent - Todd Leet

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Kyle Bermel, *Metalcraft, Inc.*
 Fouad Daoud, *WHKS Engineers, Surveyors,
 and Planners*
 Michael Davis, *IOOF Home & Community
 Therapy Center*
 Chris Jessen, *Heartland Asphalt, Inc.*
 Andrew Johnston, *Laird Law Firm*
 Matt Koch, *Sukup Manufacturing*
 Matt Leibrand, *Stoney Creek Hospitality Corp.*
 Dr. Paul Manternach, *MercyOne North Iowa
 Medical Center*
 Phil Meekins, *CURRIES*
 Tiffany Nonnweiler, *First Citizens Bank*
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 Katie Wold, *Market 124*
 Dan Young, *Young Construction of North Iowa*
 Valerie Zahorski-Schmidt, *NIACC*

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Upcoming Events

MARK YOUR CALENDAR

Professional Development

Thursday January 6	Picture Day 8:30AM-1:30PM Band Festival Room, Commerce Center 9 N Federal Ave
Thursday January 13	The State of North Iowa 8-10AM Fairfield Inn by Marriott 1401 Bayou Road, Clear Lake
Thursday January 27	Breaking Glass Leadership Series 8:30-10AM Third Floor Event Room, Commerce Center 9 N Federal Ave Ag Tax Seminar 11:30AM-1PM Third Floor Event Room, Commerce Center 9 N Federal Ave

Networking Events

Thursday January 20	Business After Hours 4-6PM Pottery on the Plaza & Simply Nourished Pottery on the Plaza 14 S Federal Ave
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Get Involved/Committee Meetings

Tuesday January 4	Ambassador Meeting Noon-1PM The Sports Page of Mason City 100 S Federal Ave, Ste 211
Wednesday January 12	Agribusiness Committee Meeting 8-9AM Third Floor Event Room, Commerce Center 9 N Federal Ave Program Committee Meeting Noon-1PM Board Room, Commerce Center 9 N Federal Ave
Friday January 14	Band Festival Committee Meeting Noon-1PM Band Festival Room, Commerce Center 9 N Federal Ave
Tuesday January 18	Wellness Committee Meeting 3-4PM Farrer Room, Commerce Center 9 N Federal Ave
Wednesday January 26	Board Meeting Noon-1PM Board Room, Commerce Center 9 N Federal Ave

February 2022

February 1-3 | **Chamber Bowl**

February 24 | **Business After Hours** sponsored by Main Street Mason City