

January 2023

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 26

Location: Twenty Fore Seven
519 4th Street SW

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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Robin Anderson Retirement Party

After serving North Iowa as the President & CEO of the Chamber for nearly 22 years, Robin Anderson will be retiring this month.

Robin is a servant leader who has committed her career with the Chamber to improving the North Iowa community. Revitalizing the Historic Park Inn, bringing Sculptures on Parade to the city, creating murals on the backs of downtown buildings, moving and restoring the Egloff House, and finding a new home for the municipal band at Principal Pavilion in downtown Mason City. These are just a few of the major projects Mason City has seen in recent years, thanks to Robin's vision, passion, and drive.



Robin Anderson
President & CEO
2001-2023

The Chamber is honoring Robin's service with a Retirement Open House on Thursday, January 5 in the Third Floor Event Room at the Commerce Center (9 N Federal Ave). Stop by between Noon-4PM for treats and a toast to Robin's influential career. Chamber Board Chair Evan Raulie will host a short program at 3PM.

Thanks to Robin for all she has done to make North Iowa a better place to live, work, and do business.

The State of North Iowa - January 19

As part of the *Vision North Iowa* strategic planning process, local leaders made a commitment to report their progress to the community on a regular basis. **The State of North Iowa** will highlight recent accomplishments and address current challenges. *Vision North Iowa* partners are focused on the most serious challenge facing the region: workforce attraction and retention.

At this year's event, Main Street Capital partners will present on the plans for the Southbridge Mall renovation and the Hyatt Place Hotel. Attendees will also hear updates on the exciting Destination Iowa projects from the Clear Lake Surf District Revitalization Project and the Bike North Iowa Project.

This program is scheduled from 8-10AM on Thursday, January 19 in the space formerly occupied by Younkers in Southbridge Mall.

Registration is \$25 and includes a light breakfast. Contact Noah Harris for details or to purchase tickets (nharris@masoncityia.com | 641.423.5724).

Sponsored by:



New Members

CERRO GORDO COUNTY REPUBLICAN CENTRAL COMMITTEE

Julie Billings, Chair
34 2nd St NE
Mason City, IA 50401
(641) 529-2664
cerrogordocogop@gmail.com

The Cerro Gordo Republican Central Committee consists of two precinct committeemen from each voting precinct who are elected at caucus to manage the affairs of the Republican Party in Cerro Gordo County. Meetings are ordinarily held the first Monday of the month.

INKFISH, LLC

Elisha Marin, Owner
2 S Adams Ave
Mason City, IA 50401
(507) 318-2798
Elisha@Inkfish.us
www.INKFISH.us

Inkfish specializes in custom high-end graphic design projects.

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 6 | Ironhouse Gym
Bob Vasquez

January 13 | Inkfish
Elisha Marin

January 20 | Serenity Spa
Kate Rogers

January 27 | Jane Fischer &
Associates
Jane Fischer

From the President

Since I accepted the role of President & CEO, I have heard one phrase over and over: "You have big shoes to fill." Talk about an understatement! There is no doubt that Robin has left an indelible footprint on Mason City. Robin's mark can be seen in the public art in our downtown, the progressive initiatives that have moved the needle forward, the building that houses our Chamber and other community partners, and much, much more.



Colleen Frein
President & CEO

The reality is, I'm never going to fill her shoes. No one could. So, I'm bringing shoes of my own, and I am ready to hit the ground running. My goal for our Chamber is to continue the positive momentum of the past year, with a focus on expanding our workforce attraction and retention efforts. Our **Building CommUNITY** and **Community Concierge** programs have already had a meaningful impact on our members, and we will build on their success over the coming year.

I'm not new to the Chamber, but I am new to this role (and these shoes). So bear with me if I stumble along the way. Fortunately, I had the greatest mentor one could ask for in Robin Anderson. She has prepared me for what may come, and she has set our organization up for success. I hope you will join me in sending her off in style at her retirement party on January 5, and we wish her the very best in her well-deserved retirement.

2nd Annual North Iowa Civics Bee

Mason City middle school students who can show their knowledge and enthusiasm for civics will have a chance to win recognition and prizes in the **North Iowa Civics Bee** sponsored by Thrivent – Todd Leet.

Mason City is one of five regional Civics Bees happening across Iowa this spring 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 Civics Bee is designed to give young Americans a taste of how they can contribute and participate in our government process. The **North Iowa Civics Bee** will take place this spring, with the finalists moving on to the Iowa Civics Bee. Middle school students will 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. In a recent survey, 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 U.S., the National Civics Bee is designed to be a first step in reacquainting Americans with civics education. Chamber President Colleen Frein is working in conjunction with Mason City Community Schools to present this program, but students from across North Iowa are invited to participate.



thrivent

Todd Leet, BFA™, CLTC®, FIC
Financial Professional

Picture Day is January 5

Start the year off right with **Picture Day**, set for 8:30AM-1:30PM on Thursday, January 5 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 \$55, participants will receive a professional digital copy of their photo. Each participant will take three photos and select one of the three for retouching.

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.

Best Impressions
PHOTOGRAPHY



Chamber Trip to Croatia - Fall 2023

The Chamber is hosting a trip to Croatia November 4-12, 2023! Croatia is quickly becoming one of the most popular European destinations – from its mild year-round climate, rich cultural heritage, and stylishly cosmopolitan appeal, it's the best-kept secret in the Adriatic!

Croatia features a virtually unrivaled ancient heritage boasting intriguing architecture that's been preserved for hundreds of years, including a first-century Roman amphitheater in the city of Pula. Discover the quintessential fishing village of Rovinj with its especially strong Venetian influences and the "Golden Island" of Krk. Delve into Italy's Venice and explore the truly unforgettable Istrian Peninsula. Travel along the Dalmatian Coast to captivating towns and villages from Split to Dubrovnik and beyond.

The Very Best of Croatia and the Dalmatian Coast

Zagreb - Opatija - Rovinj - Pula - Venice - Island of Krk - Split - Trogir

Trip cost: \$3,249* per person + taxes (double occupancy)

Optional Dubrovnik Extension: \$699 (double occupancy)

Tour Price includes:

- International round-trip airfare from Minneapolis (MSP)
- Transportation and hotel accommodations
- English-speaking tour director & sightseeing fees
- 10 Meals: 7 Breakfasts and 3 Dinners

* Early bird pricing is good until April 2023. Early-bird benefit includes \$100 discount.

Contact Allyson at the Chamber (akrull@masoncityia.com) | 641.4223.5724 for more information or to register.



Membership Renewals

Congratulations to the Chamber members celebrating membership anniversaries in January.

One Hundred Plus Years

Atlantic Coca-Cola Bottling Company (115)

Wells Fargo Bank (111)

Locher Law Firm (103)

1ST Insurance (102)

Eighty Plus Years

Laird Law Firm (85)

Arnold Motor Supply (84)

U.S. Bank (82)

QCS Purchasing Cooperative (81)

RSM US LLP (80)

Seventy Plus Years

Henkel Construction Co. (79)

Hosmer Honda (78)

Masters Chiropractic (78)

Petroblend Corp. (77)

WHKS Engineers, Planners & Surveyors (75)

Culver-Hahn Electric Supply (72)

Sixty Plus Years

KIMT-TV, MY3.2 TV (69)

Pepsi Beverages Company (68)

Plumb Supply Co. (68)

Cerro Gordo County Farm Bureau (66)

The Nettleton Dental Group, PC (65)

Major Erickson Funeral Home & Crematory (64)

McDonald's Restaurant (63)

Pappajohn, Shriver, Eide & Nielsen P.C. (63)

Fifty Plus Years

CURRIES (55)

Builders FirstSource (54)

Forty Plus Years

Northern Cedar Service Co. Inc. (49)

United Way of North Central Iowa (49)

North Iowa Eye Clinic, P.C. (47)

43 North Iowa (43)

Trinity Lutheran Church (43)

Mechanical Air Systems (41)

Membership Renewals (cont.)

Thirty Plus Years

Ag Processing, Inc. (38)
Cinema West Theatre (38)
Mason City Tile & Marble (37)
Hampton Inn & Suites (34)
CENT Credit Union (33)
North Iowa Community Action Organization (33)
McCloskey Appliance (32)

Twenty Plus Years

Mason City Parks & Recreation Department (28)
Schupick & Associates, P.C. (27)
Larson Contracting (26)
North Iowa Air Service (22)
Ironhouse Gym, Inc. (21)

Fifteen Plus Years

Community Housing Initiatives/
River City Apartments (19)
Habitat for Humanity of North Central Iowa (19)
Cabin Coffee Company (18)
Athletico (18)
Cavalier Coaches, Inc. (16)
Rib Crib BBQ & Grill (16)
Potter & Brant, P.L.C. (16)

Ten Plus Years

ControlPrint Creative (13)
Oak Leaf Comics & Collectibles (11)

Five Plus Years

Navratil Excavating Inc. (9)
Theilen Auto Sales (9)
MercyOne Mason City Home Medical Shop (8)
MercyOne North Iowa Women's Health Center (8)
MercyOne Mason City Urgent Care (8)
MercyOne Regency Pharmacy (8)
MercyOne North Iowa Dermatology Care (8)
MercyOne Regency Family Medicine (8)
North Iowa Regional Commerce Center (8)
Mason City Surgery Center (8)
Steve Kruse (7)
McKesson Corporation (7)
Jeffrey Auto Repair Service (7)
North Iowa Periodontics and Dental Implants, Dr. Grace Moore (7)

DEI Speaker Series - January 26

January's DEI Speaker Series "Building Your Business Through DEI" will feature Monica Stone, Deputy Director for the Iowa Department of Human Rights. Monica's session will cover the different ways that incorporating diversity, equity, and inclusion can have a positive impact on businesses.

Every business wants their employees and customers to feel welcome and included – to ensure they feel like they belong. The challenge for businesses is to understand the nuances of making that happen within the context of the people in their community, the laws and rules they follow, and changing demographics.

In this session, attendees will talk about the education and tools that integrate best-in-class practices to meet requirements of the law and create belonging, all the while growing one's business and enhancing positive economic impact.

Whether a business is looking to improve operational performance, enhance employee retention and recruitment, mitigate risk, connect with the people they serve, find new sources of innovation, or make a positive impact, taking an approach toward belonging offers a path to achieving these goals.



Monica Stone
Iowa Department of
Human Rights



This session will be held from 10AM-Noon on Thursday, January 26 at the Commerce Center. There is no charge for Chamber members who are Certified Inclusive Employers. To learn more about **Building Community** and becoming a Certified Inclusive Employer, contact the Chamber at 641-423-5724 or nharris@masoncityia.com.

Chamber Bowl - February 15-17

The **Chamber Bowl** is a fun winter social event. Lunch is provided and prizes are awarded for bowling skill, attire, and just for fun! New this year, members have their choice of a Wednesday, Thursday, or Friday daytime commitment.

Teams can choose from the following dates: February 15, 16, and 17. (In the event of a cancellation due to weather, makeup dates are February 22, 23 and 24.)

Registration and lunch begin at 11:30AM, followed by bowling at 12PM and the awards ceremony at 4PM. The cost is \$200 per team of six (includes meal, three games, and shoe rental).

To register a team, please complete the enclosed form and return it to the Commerce Center (9 N Federal Ave) or email it to nharris@masoncityia.com. Teams may also sign up online at masoncityia.com.

Sponsored by:



Breaking Glass - February 2

She's been called a "trailblazer" in agriculture and is a passionate advocate for women in farming. Farmer and rancher April Hemmes will serve as the speaker for the **Breaking Glass Women's Leadership Series** from 8:30-10AM on Thursday, February 2 at the Commerce Center.

Hemmes farms in Franklin County and serves as a District 2 Director for the Iowa Soybean Association and on the United Soybean Board. Hemmes has farmed for 35 years growing soybean and corn. She is passionate about leaving her soil healthier for generations ahead and does so by practicing no-till, using pollinators, wetland and native grassland habitats, and implementing filter strips around her land. Hemmes is an active participant in international trade missions. She enjoys seeing where her soybeans go and how they are used, especially when benefiting people in other countries.

Breaking Glass offers a unique learning experience to help women stretch their leadership potential, drive their careers with vision and purpose, and make a greater impact within their organizations. Tickets are \$10 for employees of Chamber member businesses and \$20 for nonmembers.



April Hemmes
Iowa Soybean Association

Thank You Directory Advertisers

The "North Iowa's Best Businesses" 2023 Membership Directories were distributed in members' **Operation Thank You** packets in December. This yearly 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

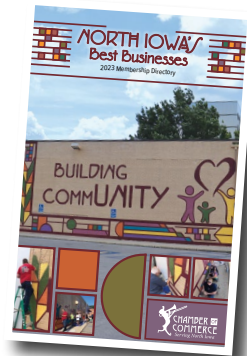
Century 21 Preferred
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Mason City Farmers Market
Mason City Roofing
Mechanical Air Systems
Midland Concrete Products
Mint Springs Dentistry
Nelson Septic Services, LLC
North Iowa Area Community College
North Iowa Orthodontics
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Thrivent - Todd Leet
TimberCrest at Glen Oaks Community
Waldorf University
Woodharbor Custom Cabinetry & Design Showroom



Quarter Page Advertisers

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North Iowa
Mason City Municipal
Airport Commission
NSB Bank
Schupick & Associates, P.C.
Zilge's Appliance Center

Membership Renewals (cont.)

One Plus Years (cont.)

Cerro Gordo County (6)
Jane Fischer and Associates LLC (5)
Applebee's Grill + Bar (5)
Better Business Bureau (5)
Edward Jones - Matt Sonquist,
Financial Advisor (5)

One Plus Years

Heaven's Best Carpet Cleaning (4)
Memorial Park Cemetery,
Crematory & Funeral Home (4)
Beltone (4)
The Sports Page of Mason City LLC
(3)
Country Axe (3)
Budget Blinds of Mason City (3)
Mason City Arena (3)
Enchanted Acres (3)
Brick & Style Co. (2)
2 Artists LLC (2)
Gogerty & Associates PLC (2)
Realty One Group Welcome Home
(2)
Amanda Ragan (1)
Radiant Complexions Dermatology
Clinic (1)
Pine Creek Golf Club (1)

Chamber is Hiring

The Chamber is hiring a Membership Director to add to its award-winning team! The main function of the Membership Director is to develop and implement a successful sales and retention program that results in increased chamber membership from throughout the North Iowa region.

The ideal candidate is someone who aligns with the organization's core values, anticipates needs, and gets things done. Someone who is proactive, totally comfortable managing multiple priorities with attention to detail, and has a positive outlook.

Interested applicants should submit a cover letter and resume by January 15. For more information, or to apply, contact Colleen Frein (cfrein@masoncityia.com).

2023 Experience Guide Partnerships Now Available

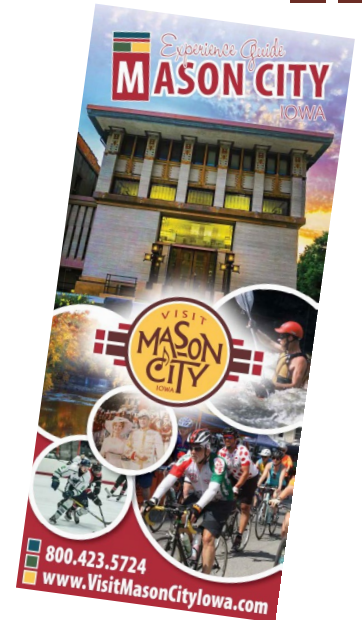
Throughout the past year, the [Mason City Experience Guide](#) has been used to fulfill more than 55,738 visitor requests from all 50 states and 32 countries – an 11% increase from FY2019-20.

Our team is excited to get to work on the 2023 Mason City Experience Guide. New guides will be available in April 2023.

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, AAA Living, ROVA, Our Iowa, The Iowan, Illinois Country Living, Minnesota Monthly, Missouri Life, Nebraska Life, Our Wisconsin, 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 2023 Experience Guide, contact Lindsey James (641.422.1663 / ljames@visitmasoncityiowa.com).



REMINDER: Grant funds are available!



Visit Mason City is proud to provide financial assistance for marketing projects that promote events, festivals, sports tournaments, conventions, activities, and facilities that attract visitors to Mason City.

Applications for funding from Visit

Mason City's Tourism Marketing Grant Program are due **January 27, 2023**.

Have questions? Visit Mason City staff can provide assistance in completing your application. Appointments must take place prior to January 24, 2023. To schedule an appointment, contact the VMC office at 641.422.1663.

Detailed program information and an application form are available at <https://visitmasoncityiowa.com/tourism-marketing-grant/>.



JANUARY 2023

MAKING A POSITIVE IMPACT IN DOWNTOWN MASON CITY

Since 2003, Main Street Mason City has been working to promote, preserve, and enhance Downtown Mason City as a diverse business, cultural, residential, and entertainment destination for the benefit of the entire community. A nationally accredited Main Street program, MSMC utilizes the Four Point Approach® to make a positive impact in downtown Mason City - Organization, Economic Vitality, Design, and Promotion.

ORGANIZATION: The Board of Directors gets everyone working toward the same goals and assembles the human and financial resources to implement the Main Street Mason City program. Working with staff, the board makes up the fundamental organizational structure of MSMC's volunteer-driven program. It strives to build consensus and cooperation among the various stakeholders: individual businesses, government entities, residents, nonprofits, and interested citizens. The board steers the organization and coordinates the activities of the other committees.

ECONOMIC VITALITY: The Economic Vitality Committee is dedicated to strengthening existing economic assets while expanding and diversifying the economic base in downtown Mason City. The committee works to create an environment that encourages business retention, attraction, and growth. Quality building rehabilitation and upper story development and activation are key strategies, since converting under-used space into economically productive property helps boost the value of the downtown district.

DESIGN: The Design Committee works to create an attractive, coordinated and quality image of the downtown district. It concentrates on our great physical assets: a wealth of historic buildings, an attractive geographic setting, and pedestrian-oriented streets. The Design Committee encourages building preservation and maintenance through grant programs and design assistance from Main Street Iowa, the statewide coordinating agency. In addition, the committee promotes Downtown beautification with flower planting, clean-up campaigns, and holiday decorations.

PROMOTION: MSMC's Promotions Committee fosters a positive image of downtown and encourages people to live, work, play, and invest here. The committee promotes downtown businesses and organizes events to bring people downtown—and give them reasons to keep returning. Activities such as the Brew to Brew Bike Ride, Haunted Historic Building Tour, Home for the Holidays, Run with Rudolph, Jingle Mingle Pub Crawl and retail events promote commercial activity and investment in downtown.

Interested in getting involved? Main Street Mason City Offers a number of ways to get involved in our downtown. If you would like to assist with any of our committees, we'd love to have you. Contact Main Street Mason City at director@mainstreetmasoncity.com for more information.

BOARD OF DIRECTORS

PRESIDENT

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steve.bailey21@gmail.com

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Corridor

JANUARY 2023

THE NORTH IOWA JOINT COMPREHENSIVE PLAN

THE NORTH IOWA CORRIDOR strives to create a collaborative approach to the growth and prosperity of North Iowa. One of the best ways to do that is through coordinated strategic planning with our partner communities and stakeholders. With that in mind, we have teamed up with the Cities of Mason City and Clear Lake, and Cerro Gordo County to develop a Joint Comprehensive Plan to guide the long-term planning for the region's future growth and prosperity.

This cooperative planning approach will best serve the entire region, as each local body will create its own specific plan, but work together with the bigger picture in mind, recognizing that growth or decline within one jurisdiction influences development in the others. Our consultants, RDG Planning & Design, are guiding the process and developing the plan with the support of our Joint Planning Committee, made up of representatives of all 3 jurisdictions.

A comprehensive plan focuses on creating a shared vision of the future, finding solutions to current problems, and providing a guide to realize the vision. It has been over 10 years since any of the partners have completed their individual plans. During the Vision North Iowa Economic Development Strategic Planning effort in 2017, a key goal identified was to develop a joint comprehensive plan with each partner to better unite the local government strategies for long-term, sustainable success.

Key Plan Elements:

- Land use plans for the unincorporated areas of the county, Clear Lake, and Mason City
- Transportation and mobility choices
- Park, trail, natural area, and greenway locations and enhancements
- Housing and neighborhood conservation policy
- Community facilities and public infrastructure needs
- Community character enhancements



SCAN ME FOR
MORE INFO

One of the primary goals of this effort is to provide frequent opportunities for citizens and businesses of our communities to be involved and help us to create this long-range plan and the community's goals for development, growth, services, and preservation. So far there have been numerous focus group meetings, and two public workshops were held in December to gather feedback and input from the community. There will be several more public sessions in January, February, and March.

Several common themes have been identified throughout the input sessions, including such priorities as the appearance of important community corridors (Hwy 18, Hwy 122 4th Ave/255th St), growth and development, housing, recreation and amenities, population/workforce, and more.

In addition to the public meetings, residents can learn more about the planning process, and provide input via an online survey and interactive map that can be found at <https://rdgusa.mysocialpinpoint.com/north-iowa-corridor-plan> (or scan the QR code above). The map offers the ability to note specific areas in the communities or county to make suggestions or identify concerns. Please check it out, and encourage your friends and neighbors to participate as well.

Following the public input sessions, the planning team will be compiling all the information and develop a draft plan. Further opportunities for public review and input will then be offered early this summer, with a target of July for final approvals from each jurisdiction.

NOW HIRING: Workforce Specialist. Apply at <https://bit.ly/nic-apply>

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Venture School Takes New Entrepreneurs to the Next Level

Register now for Spring 2023

The NIACC John Pappajohn Entrepreneurial Center is now accepting applications for the Spring 2023 cohort of the University of Iowa Venture School program. The Spring 2023 program will be held as a hybrid in-person/online on Thursday evenings, and will begin with an in-person orientation session on Wednesday, February 15.

U of I Venture School is the 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 a leading-edge curriculum. Participants will

encounter the chaos and uncertainty of creating new ventures based on customer discovery.

The Spring 2023 Venture School program will be held as a hybrid class. An in-person orientation will be held Wednesday, February 15 to explain the course expectations and to meet the coaches. Following classes will be held via Zoom on Wednesdays, February 22 – April 5, 5:30-9:00pm. The Launch Day Pitch Competition will be held in-person on the NIACC campus on Wednesday, April 12, 2023. The cost for the program is \$299.

Each Venture School team will be assigned a local entrepreneur as their coach. Participating teams will be eligible to compete for cash awards both locally and at the state level during the Venture School launch day at EntreFEST 2023. Last year's Mason City graduates were awarded \$8,000 in prize money during the 2023 EntreFEST pitch competition.

Contact Candi Karsjens at candi.karsjens@niacc.edu for more information, or if you are a local entrepreneur interested in becoming a Venture School coach.



To apply for Spring 2023, visit www.venture-school.com and select the Mason City cohort in the drop-down menu.; or scan the QR code. Register by February 5, 2023.



Upcoming Events

TechTalk - Tuesday, January 24 @ 5pm-7pm

Mason City Brewing

Sponsored by Nelson Media Company

Topic: The Metaverse and How Your Business Can Use It

Learn more at pappajohncenter.com/techtalk

NIACC Pappajohn Center & SBDC Staff

Candace Karsjens, *Director*

Brook Boehmler, *North Iowa Area SBDC Director*

Kelley O'Rourke, *School Partnership Coordinator*

Joyce Martin, *Marketing & Communications Coordinator*

Anthony Riesen, *Innovation Workspace Coordinator*

Mary Spitz, *Administrative Assistant*

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 CURRIES*
 Dental Center of North Iowa*
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 MercyOne North Iowa Medical Center*
 Metalcraft, Inc.*
 Mid-West Roofing Company/Custom SheetMetal Works*
 Newman Catholic School System*
 North Iowa Eye Clinic, P.C.*
 North Iowa Orthodontics*
 NSB Bank*
 Overhead Door Company of Mason City*
 Ozzie Ohl*
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 The Nettleton Dental Group, PC*
 The Window Source
 WHKS Engineers, Planners & Surveyors*



2022-23 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 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 and Tony Adams for their support.



Rylei
Brick
Newman



Abigail
Brinkley
Newman



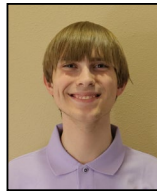
Noah
Carson
Newman



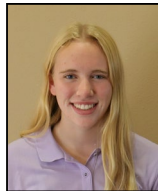
Drew
DeGabriele
MCHS



Karim
Eldadah
MCHS



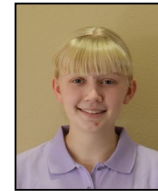
Jackson
Everist
MCHS



Angelina
Frank
MCHS



Naomi
Garrett
MCHS



Maggie
Gerriets
MCHS



Annemarie
Hansen
MCHS



Isabelle
Harty
MCHS



Grace
Hehr
Newman



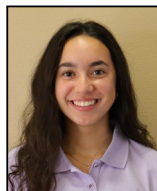
Kyleigh
James
MCHS



Ishnoor
Kaur
MCHS



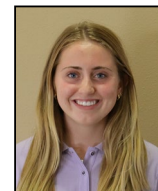
Angela
Knipper
Newman



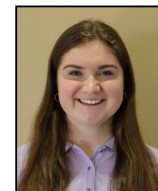
Celine
Matthews
Newman



Audra
Mulholland
MCHS



Ella
Petree
Newman



Hadley
Shatek
Newman



Jayce
Weiner
Newman

Guest Speakers

Spencer Anderson, Indiana Pacers (2004 YIELD Graduate) • Brett Bachtle, Visit Mason City • Julie Bauer, First Citizens Bank • J Brooks, 98.7 KISS Country • Bob Fisher, KGLO News • Lt. Governor Adam Gregg • Colleen Frein, Chamber of Commerce • Cynthia Lewerke, The Decker House Bed & Breakfast • Tyler Utzka, KIMT News 3

YIELD Project - Sled Shed

This year's **YIELD** students decided on a "free sled shed" for their Community Impact Project. This project offers a fun winter activity for North Iowans and provides sleds to visitors and those who may not have access.



The students researched other cities with similar projects, consulted with Mason City city staff, and presented their project to the Mason City Park Board for approval of installation of two sled racks at sledding hills – one at East Park and one Georgia Hanford Park.

Home Lumber & Builders donated the wood and students constructed the sled "shed" racks with the assistance of the MCHS woods shop instructor Mr. Rich Patras. Thanks to a generous contribution from a local trust, students were able to purchase supplies and new sleds. Racks were installed and stocked in December. The Sled Shed is sure to be a community amenity for years to come!

Ag Breakfast - March 23

Save the date for the annual **Ag Breakfast**, which will be held from 8-10AM on Thursday, March 23 to celebrate National Ag Week!

This year's event will feature a keynote address by Zack Smith, owner of The Stock Cropper. Stock Cropping is a dynamic farming system that combines livestock and crop production so that multiple species of plants and livestock can coexist in the field at the same time. This allows farmers to harness the natural cycles of a plant-animal ecosystem to grow healthier animals, healthier soils, and a lower carbon footprint.

This year's breakfast will be completely **FREE** to attend for all, thanks to generous sponsors.



State Legislative Session

The November elections made an impact on the composition of the state legislature, which convenes this month. Governor Kim Reynolds won her race for re-election by garnering nearly 60% of the vote. Republicans in the Iowa Senate expanded their majority from 32 to 34, and Iowa House Republicans also expanded their majority.

Sen. Jack Whitver was re-elected to the Majority Leader post and Sen. Amy Sinclair was elected by her caucus to serve as Senate President. Rep. Pat Grassley was re-elected to serve as Speaker of the House, and Rep. Matt Windschitl will serve as Majority Leader. Rep. Henry Stone from North Iowa will serve as the new Majority Whip. Mason City's Rep. Sharon Steckman was elected by House Democrats as Assistant Minority Leader.

North Iowa will be represented by Sen. Waylon Brown, Rep. Sharon Steckman, Rep. Shannon Latham, and Rep. Jane Bloomingdale.



Wellness

New Year's Resolutions

January marks the beginning of the year, and for many, the start of a new resolution. Here are 5 tips to help keep on-track with a New Year's resolution:

1. Be realistic

In order to achieve a goal, be sure it's obtainable. Consider using the **SMART** method: Specific, Measurable, Achievable, Realistic, Timely.

2. Outline a plan

There will be days when there is temptation to skip out on the resolution. Consider planning ahead for this by practicing positive thinking. Make an outline, including end goals.

3. Talk about it

Telling family and friends about the resolution helps hold one accountable.

4. Don't beat yourself up

Some days will fall short of the goal. Understand this before heading into it. Take one step at a time.

5. Keep Trying

Sometimes people run out of energy to complete their goal by March. Don't worry, just start over! Starting over will allow one a fresh take on the goal, and might encourage a change in routine.

Revised from gaia.com.



Chamber Leadership

Executive Committee

Evan Raulie, Board Chairperson
Smithfield
Dr. Paul Manternach, Chair Elect
MercyOne North Iowa Medical Center
Jane Fischer, Past Chairperson
Jane Fischer & Associates, LLC
Danielle Pace, Treasurer
Clear Lake Bank & Trust Co.
Kyle Bermel, Small Business
Division Vice President
Metalcraft, Inc.
Phil Meekins, Government Affairs
Division Vice President
CURRIES
Jessica Tierney, Workforce & Leadership
Division Vice President
Tierney Properties
Todd Leet, Community & Membership
Division Vice President
Thrivent - Todd Leet

Board of Directors

Michael Davis, *IOOF Home & Community
Therapy Center*
Jeremy Holman, *Kraft Heinz*
Chris Jessen, *Heartland Asphalt, Inc.*
Janet Johnson, *One Vision*
Matt Koch, *Sukup Manufacturing*
Dr. Michelle LaCoste, *Animal Medical Hospital*
Matt Leibrand, *Stoney Creek Hospitality Corp.*
Kevin Meyer, *First Citizens Bank*
Amber Morud, *Charlie Brown Preschool &
Child Care*
Jessica Reith, *Cargill Protein*
Jenna Sheriff, *Jane Fischer & Associates*
Katy Showalter, *Window World of Mason City*
Luke Weiss, *Hoover's Hatchery*
Valerie Zahorski-Schmidt, *NIACC*

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City, IA 50401-3250.



Upcoming Events

MARK YOUR CALENDAR

Professional Development

Thursday January 5	Picture Day 8:30AM-1:30PM Band Festival Room, Commerce Center 9 N Federal Ave
Thursday January 19	The State of North Iowa 8-10AM Former Younkers store, Southbridge 100 S Federal Ave
Thursday January 26	DEI Speaker Series: Monica Stone 10AM-Noon Third Floor Event Room, Commerce Center 9 N Federal Ave

Networking Events

Thursday January 5	Robin Anderson Retirement Party Noon-4PM Third Floor Event Room, Commerce Center 9 N Federal Ave
Thursday January 26	Business After Hours 4-6PM Sponsored by Twenty Fore Seven Indoor Golf Twenty Fore Seven Indoor Golf & Sports Lounge 519 4th St SW

Get Involved/Committee Meetings

Tuesday January 3	Ambassador Meeting Noon-1PM Third Floor Event Room, Commerce Center 9 N Federal Ave
Wednesday January 11	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 13	Band Festival Committee Meeting Noon-1PM Band Festival Room, Commerce Center 9 N Federal Ave
Tuesday January 17	Wellness Committee Meeting 3-4PM Farrer Room, Commerce Center 9 N Federal Ave
Wednesday January 25	Board Meeting Noon-1PM Board Room, Commerce Center 9 N Federal Ave

February 2023

February 2 | **Business After Hours** at Mason City Community Schools
February 2 | **Breaking Glass Leadership Series**
February 15-17 | **Chamber Bowl**