

# Business MATTERS

JANUARY  
2025

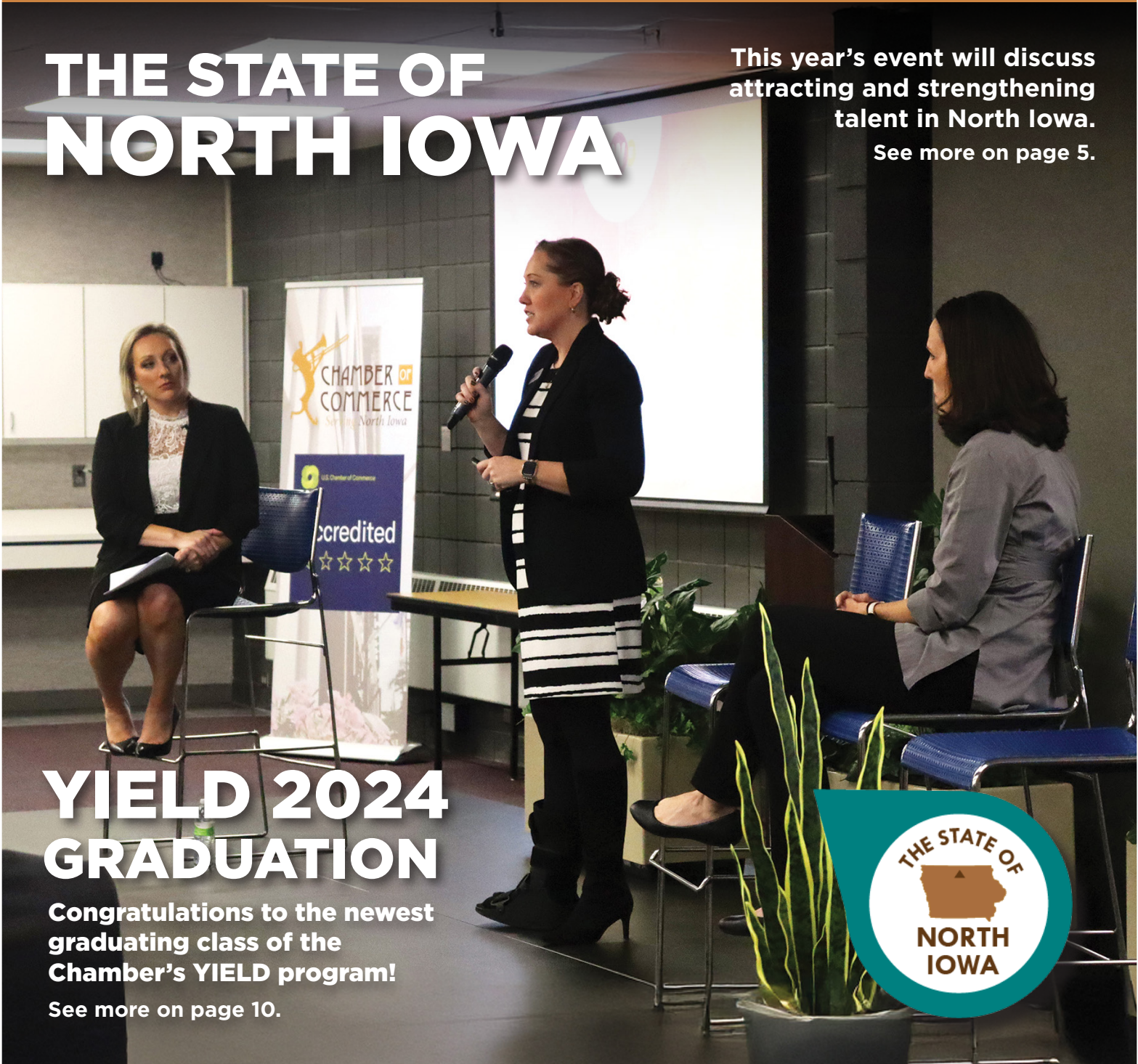


A Publication of the Mason City Chamber of Commerce

## THE STATE OF NORTH IOWA

This year's event will discuss attracting and strengthening talent in North Iowa.

See more on page 5.



## YIELD 2024 GRADUATION

Congratulations to the newest graduating class of the Chamber's YIELD program!

See more on page 10.



## 2025 TOURISM LEGISLATIVE PRIORITIES

Tourism’s impact on Iowa’s economy is undeniable, contributing \$10.9 billion in 2023 alone, with visitor spending reaching a record \$7.3 billion! Visitors to the state spend money across a range of sectors including transportation, food and beverage, lodging, recreation/entertainment, and retail. Locally, the direct visitor spending generated a total economic impact of \$113.4 million in Mason City in 2023.

As we count down the days until the Iowa Legislature convenes in 2025, here’s a quick preview of legislative priorities related to tourism:

- 1) Promote Tourism through User-Funded Enhancements:** Support initiatives that allow for self-sustaining user fees to invest in and improve tourism destinations across Iowa.
- 2) Maintain Consistent Tourism Funding:** Advocate for preservation of funding for Destination Iowa, Community Attraction & Tourism (CAT), Regional Sports Authority Districts, Meet in Iowa, Inspire Iowa, and other programs that help ensure continued growth and development in the industry.
- 3) Maintain Iowa’s Summer Tourism Season:** Safeguard the current school start date of August 23rd and explore options to enhance summer, benefiting tourism statewide.
- 4) Fund the Major Tourism Attraction Fund:** Secure ongoing support for the Major Tourism Attraction Fund to boost large-scale tourism projects that enhance Iowa’s appeal.

Guided by the Iowa Travel Industry Partners (iTIP), these legislative priorities are aimed at advancing Iowa’s economic growth and enhancing the quality of life for all residents by positioning Iowa as a premier destination of choice. Throughout the legislative session, our dedicated VMC team will actively engage in discussions with Iowa’s elected officials to underscore the pivotal role tourism plays in Iowa’s economy. To learn more about our 2025 legislative priorities, visit [iowatravelindustry.org/advocacy-public/](http://iowatravelindustry.org/advocacy-public/)

In **2023**, direct visitor spending in **Cerro Gordo County** generated

# \$152 MILLION



**\$32.5M** state & local tax receipts

**\$224.9M** Total Business Sales  
**1,483** Tourism-Related Jobs

**CERRO GORDO COUNTY**



**RANKS #12**

**FOR VISITOR SPENDING**

Sources: Economic Impact of Visitors in Iowa 2023 prepared for the Iowa Economic Development Authority by Tourism Economics; iowa.data.gov.

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# In This Issue

From the President	
<b>National Civics Bee 2025</b> .....	<b>4</b>
<b>The State of North Iowa 2025</b> .....	<b>5</b>
2025 NIACC Job Expo - April 2	
2025 <b>CMO Card</b> Promotions .....	<b>7</b>
<b>Building CommUNITY</b> Icebreaker Event	
North Iowa STEM Festival - April 9	
<b>Ag Breakfast 2025</b> - March 27 .....	<b>9</b>
2024 <b>YIELD</b> Graduates .....	<b>10</b>
<b>YILED</b> Project 2024	
Welcome New Members! .....	<b>11</b>
Faces & Places .....	<b>12</b>
Faces & Places (cont.)	
Ribbon Cuttings .....	<b>13</b>
Membership Renewals .....	<b>15</b>
Upcoming Events .....	<b>16</b>



## North Iowa Regional Commerce Center

9 N Federal Ave  
Mason City, IA, 50401

641-423-5724  
www.masoncityia.com

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



## Chamber Leadership

### Executive Committee

**Danielle Pace**, Board Chairperson  
*Clear Lake Bank & Trust Co.*

**Pam Lampman**, Chair Elect  
*CURRIES*

**Dr. Paul Manternach**, Past Chairperson  
*MercyOne North Iowa Medical Center*

**Matt Leibrand**, Treasurer  
*Embergrove Hospitality Group*

**Luke Weiss**, DVP Small Business  
*Hoover's Hatchery*

**Brooke Peters**, DVP Government Affairs  
*Golden Grain Energy, LLC*

**Matt Bradley**, DVP Workforce & Leadership  
*CENT Credit Union*

**Troy Elwood**, DVP Community & Membership  
*Larry Elwood Construction*

### Board of Directors

**Tyler Hedegard**, *Country Medow Place Assisted Living*

**Bob Fischer**, *98.7 KISS Country / 103.7 The Fox / KIOV 107.3 / KCHA 95.9*

**Josh Congello**, *Pappajohn, Shriver, Eide & Nielson P.C.*

**Dr. Dan Garman**, *Dental Center of North Iowa*

**Molly Raulie**, *Cargill Protein*

**Janet Johnson**, *One Vision*

**Kathy Lloyd**, *Child Care Resource & Referral*

**Matt Curtis**, *Wayne's Ski & Cycle*

**Dr. Michelle LaCoste**, *Animal Medical Hospital*

**Catarino Martinez**, *Surf Galley*

**Kevin Meyer**, *First Citizens Bank*

**Jason Pike**, *Midwest AcuTech, LLC*

**Jenn Pope**, *Roots Nutrition Counseling & More*

**Jessica Sutcliffe**, *Mason City Community School District*

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## From the President

As we turn the calendar to 2025, I am inspired by the momentum we've built and excited for what lies ahead. Civic engagement remains at the heart of the Chamber's mission, and this year, we're taking bold steps to empower our members and strengthen our community.

This year, our **North Iowa Day on the Hill** will include the full **Leadership North Iowa** class, offering these emerging leaders a unique opportunity to engage with state legislators and advocate for North Iowa's priorities. Later in the year, the **North Iowa Fly-In** to Washington, D.C. will allow Chamber members to bring our region's needs directly to federal lawmakers.

Advocacy starts with staying informed, and our **Chamber Advocate** e-newsletter will return this month to keep members updated on key legislative developments and opportunities to take action. Programs like the **National Civics Bee** and **Child Care Works** will also remain important as we foster civic literacy and address critical workforce needs.

As we begin this new year, I'm filled with gratitude for the dedication of our members, partners, and community leaders. Together, we've built a strong foundation for civic engagement and advocacy, and I'm confident that 2025 will bring even greater achievements.

Thank you for your commitment to our mission of promoting progressive community and economic development. Let's make 2025 a year of action, collaboration, and impact for North Iowa!



**Colleen Frein**  
President & CEO

## National Civics Bee 2025



The Mason City Chamber of Commerce is excited to host the National Civics Bee Local Competition on April 3, 2025! Middle school students from North Iowa are invited to participate by submitting an essay for the chance to compete in this live event.



Essays should address a civic engagement challenge and propose a solution to improve the community. Selected finalists will compete in the live event hosted at John Adams Middle School's FEMA Room. They will answer questions about civics and present a summary of their essay to a panel of judges.

This event offers students the opportunity to develop critical thinking and public speaking skills while learning about civic engagement. Winners will receive cash prizes and advance to the state-level competition for recognition and prizes. For more information, contact the Chamber at [cfrein@masoncityia.com](mailto:cfrein@masoncityia.com) or 641.423.5724.

Encourage young leaders to participate today! Scan the QR code to enter the National Civics Bee!





# The State of North Iowa 2025

The State of North Iowa will be held on Thursday, January 16, 2025 at the Mason City High School Riverhawk Fieldhouse. This year's theme is "Growing our Future." Attendees will hear from two panels of community leaders who are making headway in these areas.

## Strengthening Existing Talent

Mason City Community Schools will share success stories and partnerships in areas such as welding, radiology, child care, and more. For some students, this means they are workforce-ready when they graduate high school. Others may earn credits that apply directly into higher education. Attendees will have the opportunity to learn about these programs and how their business can be involved.

## Attracting New Talent

Representatives from Mason City and Clear Lake will provide updates on their Destination Iowa grants: Bike North Iowa and the Surf District. They will share details on the progress on these major initiatives and provide insight into how they directly support population and workforce growth. Then, the Iowa Economic Development Authority will share a report on its national workforce marketing campaign and the impact it is having on North Iowa.



Event Sponsor

Tickets are \$25 for members and \$35 for non-members and include a light breakfast. Purchase tickets online or by calling 641.423.5724.





*Empowering our community's growth, Main Street Mason City is dedicated to fostering vibrant local businesses, enriching cultural experiences, and creating a welcoming atmosphere for all. Together, we strive to revitalize our historic district, nurture a thriving economy, and celebrate the essence of Mason City's unique heritage.*

**JANUARY 2025**

# Embrace the New Year with Fresh Opportunities to Get Involved!

As we step into a bright new year, Main Street Mason City is excited to welcome fresh faces, new ideas, and the collective energy that makes our community a wonderful place to call home. With each turn of the calendar, we're reminded that our strength lies in the volunteers who dedicate their time, talents, and enthusiasm to making our downtown a thriving hub of culture, commerce, and creativity.

## **Volunteers are the Heart of Our Efforts**

At Main Street Mason City, every event you've enjoyed, every improvement you've noticed, and every celebration you've participated in is made possible by people just like you. We are a volunteer-based organization—our impact grows as our volunteer family grows. Whether you're a longtime resident or a newcomer looking to get involved, there's a place for everyone here.

## **Find Your Niche: Four Pillars, Endless Possibilities**

As an accredited Main Street Program, our committees are built on a foundation of the Four Point Approach. No matter your skill set or passion, Main Street Mason City has a committee that can benefit from your unique talents:

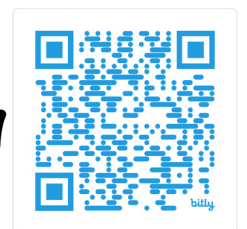
- **Organization:** If you love team-building, strategic planning, and strengthening relationships within the community, this group might be your perfect fit. You'll help coordinate volunteer programs, fundraising and sponsorship, and ensure our initiatives run smoothly.
- **Economic Vitality:** Entrepreneurs, number-crunchers, and forward-thinkers will find a home here. This committee focuses on supporting local businesses, fostering an inviting economic climate, and nurturing a dynamic downtown marketplace.
- **Design:** Do you have an eye for aesthetics? Whether you're a skilled designer, a DIY enthusiast, or just someone who appreciates a beautiful streetscape, this group shapes the look and feel of Main Street. Help plan improvements and beautification projects that make Mason City shine.
- **Promotions & Events:** If you're brimming with creative marketing ideas or love bringing people together through events, this committee is for you. From seasonal festivals to cultural celebrations and special shopping promotions, you'll help keep Main Street a lively and welcoming destination.

## **Your Time, Your Talent, Your Impact**

Volunteering with Main Street Mason City isn't just about what you can give—it's also about what you'll gain. As a volunteer, you'll connect with neighbors who share your love for this community, build new skills, and enjoy the satisfaction of seeing your efforts come to life in tangible, meaningful ways.

This January, why not turn over a new leaf and get involved? We're kicking off the year with fresh opportunities to volunteer and inviting everyone—longstanding contributors and first-time helpers alike—to help us shape the future of Mason City's downtown.

To learn more about volunteer opportunities, visit <https://www.mainstreetmasoncity.com/volunteer>. Complete the [volunteer application](#) and we'll help you find the committee that best aligns with your interests and talents. We look forward to working with you to make 2025 a year of growth, community, and shared success!



*Scan me*

## 2025 NIACC Job Expo - April 2

The 2025 Job Expo will take place from 10AM-1PM on Wednesday, April 2, at the NIACC Gymnasium.



This event invites employers to showcase full-time, part-time, and internship opportunities to college students and members of the public. It provides a unique platform for accessing a diverse pool of talent, networking with business professionals, and strengthening company branding. Booth reservations are priced at \$100 and will be allocated on a first-come, first-served basis, with space available for up to 60 employers.

For additional information or to reserve a booth, scan the QR code provided.



## 2025 CMO Card Promotions

The Chamber's brand-new **CMO (Chamber Members Only)** cards were included in the packets delivered during **Operation Thank You**. This year, the Chamber is moving the deals online, rather than printing them on the cards. This allows businesses to update or add deals throughout the year.

Use the QR code on the back of the card to check out the latest deals.

To add a business to the Chamber's list of member deals, please reach out to Membership Director Amy Kaduce ([akaduce@masoncityia.com](mailto:akaduce@masoncityia.com))



## Chamber Trivia Night - February 27

Networking



Get those brain juices flowing! **Chamber Trivia Night** is returning for its second year from 4-8PM on Thursday, February, 27 at The Music Man Square.

Business are invited to assemble a team of six to compete in this fun trivia event. The game will feature a multi-round format where team members can network in between rounds and enjoy dinner and drinks. Trivia is completely random, so anyone can play! The team that ends with the highest score will take home the traveling **Chamber Trivia** trophy! Didn't win first place? Players get a chance to win exciting prizes by purchasing raffle tickets! Don't miss out on a night of excitement, laughter, and brainbusting fun!



Secure a spot for \$200 per team. This includes six entries, dinner, and the chance to snag some door prizes. To sponsor this event or to register, email Program & Marketing Director, Kelby Schultz, at [kschultz@masoncityia.com](mailto:kschultz@masoncityia.com).



## North Iowa Entrepreneur Wins \$100,000 Top Prize at 2024 InnoVenture Iowa Challenge

Billie Asmus of Hampton, IA won the top prize at the 2024 InnoVenture Challenge on Thursday, December 6. The InnoVenture Challenge invites the best and brightest Iowa entrepreneurs to participate in a pitch competition where three early-stage startup companies compete on-stage for a winner-take-all \$100,000 award.

Billie Asmus is an innovator, entrepreneur, and the founder of Repaint Studios. Repaint Studios is an environmentally conscious and truly innovative business. In 2021, Billie invented the Repaint Tray, a reusable paint tray that revolutionizes the world of painting, home improvement, and DIY. Billie worked with the NIACC Pappajohn Center in Mason City, IA to refine her business plan and catapult her vision into reality. She is a graduate of the NIACC Cohort of the University of Iowa Venture School, an eight-week entrepreneurial training program.

Billie said, "I feel so honored to receive the InnoVenture Iowa Fund and am grateful that the judges throughout the application process recognized my grit and determination. Support is one of the hardest parts of entrepreneurship when starting out, because not everyone will see your vision. But everyone at the Pappajohn Center saw that vision from the very beginning and has always advocated for me, pushing the status quo just to see me rise above. If I could go back to 2021 and give that girl in Venture School a hug when she wanted to give up and felt disappointed for only receiving honorable mention in her first pitch competition, I'd tell her to hold on because it would all be worth it."

Billie's ingenuity and tenacity has brought her well-deserved recognition in the startup scene. She won 2nd place at the 2022 EntreFest Launch Day Pitch Competition, and was recognized as one of the Top Ten startups in the state of Iowa. In December 2023, the Repaint Tray won the Lowe's Into-The-Blue global pitch competition for the paint department. Billie won First Place at the John Pappajohn Iowa Entrepreneurial Venture Competition in August 2024. The Repaint Tray can now be found at Lowe's and Home Depot stores, as well as on the Repaint Studios website at [www.repaintstudios.com](http://www.repaintstudios.com).

Candi Karsjens, Director of the NIACC Pappajohn Center, said, "It's been truly inspiring to witness Billie's journey in creating the Repaint Tray and growing her company, Repaint Studios. Her unwavering drive, resilience, and determination to overcome challenges are remarkable. Billie embodies the entrepreneurial spirit and is building an outstanding global business right here in Northern Iowa. I couldn't be prouder of her accomplishments!"

The InnoVenture Challenge is hosted by the InnoVenture Iowa Fund. InnoVenture Iowa Fund is the state's first publicly-funded venture capital fund. As the state's first public venture capital fund, the fund is uniquely positioned to close the gap in funding for early-stage Iowa startups while spurring future innovation in industries where Iowa is naturally competitive. InnoVenture Iowa is an evergreen venture capital fund, built by (and for) Iowa entrepreneurs. The Fund was formally launched in October of 2022 and began making its first investments in November of that same year.

This is the second year in a row that a North Iowa entrepreneur and graduate of the NIACC Pappajohn Center cohort of Venture School has won the InnoVenture Iowa Challenge. Jayson Ryner of Nora Springs, founder of ReEnvision Ag, won the top prize in December 2023. The University of Iowa Venture School is Iowa's premiere entrepreneurial training program. Venture School is now accepting applications for the Spring 2025 cohort. To apply, scan the QR code or visit [www.venture-school.com](http://www.venture-school.com). Scholarships are available. Contact the NIACC Pappajohn Center to learn more at [pappajohn@niacc.edu](mailto:pappajohn@niacc.edu) or 6410-422-4111.



From Left: Candi Karsjens, Billie Asmus, Ashley Page

Are you an entrepreneur?  
An innovator?  
Take your business ideas to  
the next level  
with Venture School!

Scan the  
code to  
register!



### NIACC Pappajohn Center & SBDC Staff

Candi Karsjens, DBA, Pappajohn Center Director

Ashley Page, Director of Entrepreneurship Programs

Joyce Martin, Marketing & Community Relations Manager

Brook Boehmler, North Iowa Area SBDC Director

John Rosenfeld, Small Business Counselor

Raegan Hanson, Youth Entrepreneurship Program Coordinator

# Building CommUNITY Icebreaker Event

Save the date for the Chamber's **Building CommUNITY** Icebreaker event from 4-5PM on Wednesday, February 26. This new event will encourage open, thoughtful conversations around belonging and inclusion in North Iowa. Participants will enjoy appetizers, networking, and artistic showcases in music and spoken word, all while discussing actionable steps to address issues in our community. Additional details will be announced soon!



# North Iowa STEM Festival - April 9

The 2025 North Iowa STEM Festival is set for 4-7PM on Wednesday, April 9, at the Mason City High School Fieldhouse. North Iowa businesses are invited to inspire and engage students and families in STEM careers at this dynamic event!

Businesses participating in the festival will host interactive booths featuring hands-on activities including experiments, games, and demonstrations designed to spark curiosity and excitement in Science, Technology, Engineering, and Mathematics (STEM).

The STEM Festival serves as a powerful connection between education, the workforce, and the community, highlighting the diverse opportunities available in these fields. Booth registration is free, but businesses must register by January 10 to secure their spot. For more information or assistance with booth registration, contact Allyson Krull at [akrull@masoncityia.com](mailto:akrull@masoncityia.com) or 641-423-5724.



# Ag Breakfast 2025 - March 27

Agribusiness



The 2025 **Ag Breakfast** is scheduled for 7:30-9:30AM on Thursday, March 27 at the North Iowa events center.

This year's event includes keynote speakers discussing grain marketing, cover crops, and horticulture.

During the **Ag Breakfast**, attendees will enjoy made to order omelettes, cooked fresh by Agribusiness Committee members. Attendees will also be able to network with a variety of local sponsoring organizations at the event.

Businesses who are interested in serving as a Breakfast Sponsor can contact Kelby ([kschultz@masoncityia.com](mailto:kschultz@masoncityia.com)) at the Chamber for additional information.





# 2024 YIELD Graduates

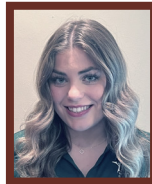
Since 2003, the Chamber of Commerce has provided leadership training for area youth. The **YIELD** program (**Youth Investing Energy in Leadership Development**) is an investment in our future citizens and leaders that will surely yield huge benefits for North Iowa. This program has become a model for 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, Newman Catholic High School, and North Iowa Christian School identified as good students and good citizens who are likely to emerge as future community leaders. Thank you to Principals Dan Long, Tony Adams, and Leann Steigman for their support.



**Sofia Ahari**  
MCHS



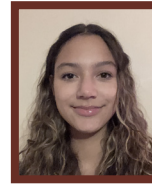
**Gracyn Braun**  
MCHS



**Addison Dannen**  
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**Elise Dykstra**  
MCHS



**Nettie Foot**  
MCHS



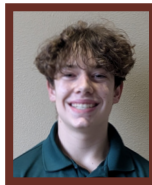
**Demitrez Hernandez**  
NI Christian



**Kate Kotta**  
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**Carter Long**  
MCHS



**Lucas Nelson**  
Newman



**Zerik Nicholson**  
MCHS



**Izzie Nonweiler**  
Newman



**Allister Palmares**  
MCHS



**Samantha Pang**  
Newman



**Ryleigh Penn**  
MCHS



**Tyler Petree**  
Newman



**Sophia Schoneberg**  
MCHS



**Kaitlyn Thangaraj**  
MCHS



**Keira Udelhofen**  
Newman

**Special thanks to this year's YIELD supporters who provided the professional expertise and financial resources necessary to continue this important program.**

**Business Sponsors** 98.7 KISS Country / 103.7 The Fox • Alpha Orthodontics Powered by Smile Doctors • Atlantic Coca-Cola Bottling Company • Cargill Protein • Central Park Dentistry • Chevron Renewable Energy Group • Children's Dental Center of Mason City • Clear Lake Bank & Trust Co. • CURRIES • Dental Center of North Iowa • Drs. Otto & Kotecki Family Dentistry • Edward Jones - Sarah Carlsson, CFP • Edwards-Brandt & Associates • First Citizens Bank • Heartland Asphalt, Inc. • Henkel Construction Co. • Hogan - Hansen, P.C. • Holiday Inn Express and Suites - Mason City • Jane Fischer and Associates LLC • Laird Law Firm • 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 • POET Bioprocessing - Hanlontown • Pritchard Companies • River City Morning Kiwanis • Sukup Manufacturing • The Nettleton Dental Group, PC • The Window Source • Wealth Progression Group - Todd Leet • WHKS Engineers, Planners & Surveyors

**Guest Speakers:** Brett Bachtle, Visit Mason City • Colleen Frein, Chamber of Commerce • Ashley Hinson, U.S. Representative • Captain Nate Hoeger, Iowa National Guard • John Lee, Graduation Speaker • Cynthia Lewerke, The Decker House Bed & Breakfast • Derek Price, Iowa National Guard • Kativa Weitzel, Pritchard Companies



# YIELD Project 2024

The 2024 **YIELD** class chose to spread holiday cheer by supporting their peers in foster care. The students met with staff from Four Oaks of Iowa to learn about the youth they would be serving and impact their gifts would make. While larger gifts for the children are typically provided by other community members, the **YIELD** students decided to focus on creating stockings filled with smaller, personalized gifts. They also expanded their outreach to include youth served by YSS in Mason City.

To fund the project, the students sought donations from generous community members and local businesses. The group purchased thoughtful gifts for each child and carefully assembled personalized stockings to deliver in time for the holidays.

The **YIELD** students are proud of their efforts to give back and make the season brighter for youth in foster care, demonstrating the true spirit of servant leadership.



## Welcome New Members!

### PLATINUM PROPERTY LEASING

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(641) 903-7696  
jenna@platinumpropertyleasing.com  
www.platinumpropertyleasing.com



### KT FACILITATION

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(641) 860-0344  
karie@karieterhark.com  
www.karieterhark.com

KT Facilitation is all about fostering collaboration & driving positive change. They facilitate and train others to hold engaging and participatory sessions that help people listen, talk, & work together.



### CIA LASER DESIGNS LLC

Beth Strouth, Owner/Designer  
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Plymouth, IA 50464  
customerservice@cialasers.com  
www.cialaserdesigns.com

From personalized gifts and awards to custom business attire, CIA Laser Designs offers a wide range of engraving and DTG services to meet its clients' needs.



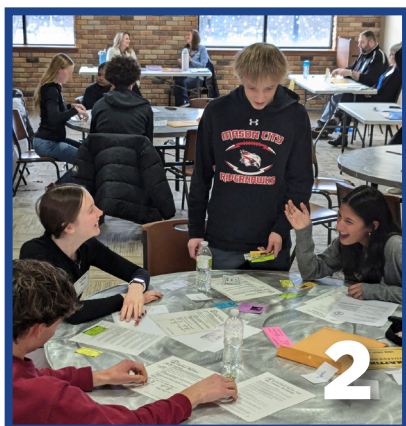
### DAVID MARTINEZ, LLC

David Martinez, Principal  
Mason City, IA 50401  
(612) 860-9536  
muchachoincreible@gmail.com

# Faces & Places



1



2



3



4



5



6



7

- 1 The most recent **Building CommUNITY** session discussed the growing Micronesian population in Mason City and brief history of their culture.
- 2 **YIELD** students participated in a poverty simulation activity to teach them about putting themselves in other peoples' shoes.
- 3 Last month, U.S. Representative Ashley Hinson presented to **YIELD** students about civic leadership.
- 4 The Chamber partered up with NIACC and IowaWORKS to offer activities for students during National Apprenticeship Week.
- 5 The Chamber staff snagged a photo at the **Operation Thank You - Business After Hours** to wish everyone a Happy Holidays!
- 6 The **YIELD** class of 2024 decided to give back to children in need during the holidays as their community impact project.
- 7 Last month, Newman Catholic School celebrated thier **Ribbon Cutting** as well as the grand opening of their new facilities.



**8-12** Guests enjoyed a great selection of foods, drinks, games, and holiday cheer at the 2024 **Operation Thank You - Business After Hours**.



## Ribbon Cuttings



**NEW MEMBER**  
**M&E ENTERPRISES**



**RENOVATION**  
**NEWMAN CATHOLIC SCHOOLS**  
2445 19th St SW



**GRAND OPENING**  
**NIACC CANINE CAMPUS**  
215 19th St SW



**NEW MEMBER**  
**PLATINUM PROPERTY LEASING**  
1002 E State St, Suite A



# Corridor

JANUARY 2025

## Reflecting on 2024

As we step into 2025, we reflect on a successful year by celebrating:

- Business expansions in North Iowa including:
  - Stellar Industries
  - Amazon
  - Golden Grain
  - Lake Pins Bowling
- Ground breaking or completion of over 300 housing units including:
  - Jade Apartments (98)
  - Emerald Place (32)
  - South Shore Estates (32)
  - River II Apartments (93)
  - Federal Ave Row Homes (11)
  - Delaware Ave Apartments (36)
- Mason City's Thriving Community designation



This year we launched This is North Iowa, a talent attraction program and hired 3 new North Iowa Corridor staff in collaboration with our partners. With a fully staffed team, we're excited to meet investor needs, amplify our community, and begin strategic planning in early 2025 to shape the North Iowa Corridor's future.

## Iowa's Skillbridge Program

The U.S. Defense Department's SkillBridge program is an initiative meant to help transitioning service members land fulfilling careers after leaving service. Last year, Iowa Workforce Development became a third-party administrator for SkillBridge, making it easier for Iowa employers to offer the program and recruit transitioning service members to find opportunities in the state.

IWD's relationship to the program places the state in charge of approving the necessary training plans for the service members to learn their jobs. So far, the IWD team has worked to help 18 Iowa employers become new SkillBridge partners to offer 22 unique employment opportunities.

Contact Sara Cook ([Sara.Cook@iwd.iowa.gov](mailto:Sara.Cook@iwd.iowa.gov)) for more information.



Iowa Workforce Development

## COMING UP THIS YEAR EAST PARK REDEVELOPMENT PROJECT



We are excited to be collaborating with the City of Mason City and Housing Development Corporation on our next catalyst project on 4th St NE. The East Park project will include the demolition of derelict structures, renovation of existing houses and future infill housing development, revitalizing a local neighborhood while preserving its character.

Contact Shelley at [shelley@northiowacorridor.com](mailto:shelley@northiowacorridor.com) for additional information.



# Membership Renewals

Congratulations to the Chamber members celebrating membership anniversaries in January!

## One Hundred Plus Years

Atlantic Coca-Cola Bottling (117)  
Locher Law Firm (105)  
1ST Insurance (104)

## Eighty Plus Years

Laird Law Firm PLC (87)  
Arnold Motor Supply (86)  
U.S. Bank (84)  
QCS Purchasing Cooperative (83)  
RSM US LLP (82)  
Henkel Construction Co. (81)  
Hosmer Honda (80)  
Masters Chiropractic (80)

## Seventy Plus Years

PetroBlend Corp. (79)  
WHKS Engineers, Planners & Surveyors (77)  
Culver-Hahn Electric Supply (74)  
KIMT-TV, MY3.2 TV (71)  
Pepsi Beverages Company (70)  
Plumb Supply Co. (70)

## Sixty Plus Years

Cerro Gordo County Farm Bureau (68)  
The Nettleton Dental Group, PC (67)  
Major Erickson Funeral Home & Crematory (66)  
McDonald's Restaurant (65)  
Pappajohn, Shriver, Eide & Nielsen P.C. (65)

## Fifty Plus Years

CURRIES (57)  
Builders FirstSource (56)  
Northern Cedar Service Co. Inc. (51)  
United Way of North Central Iowa (51)

## Forty Plus Years

North Iowa Eye Clinic, P.C. (49)  
43 North Iowa (45)  
Trinity Lutheran Church (45)  
Mike McCoy, Financial Advisor (44)  
Mechanical Air Systems (43)  
Ag Processing, Inc. (40)  
Cinema West Theatre (40)

## Thirty Plus Years

Mason City Tile & Marble (39)  
Hampton Inn & Suites (36)  
CENT Credit Union (35)  
North Iowa Community Action Organization (35)  
McCloskey Appliance (34)  
Mason City Parks & Recreation Department (30)

## Twenty Plus Years

North Iowa Air Service (24)  
Ironhouse Gym, Inc. (23)  
Habitat for Humanity of North Central Iowa/ Habitat ReStore (21)  
Athletico (20)  
Cabin Coffee Company (20)

## Fifteen Plus Years

Cavalier Coaches, Inc. (18)  
Rib Crib BBQ & Grill (18)  
Potter & Brant, P.L.C. (18)  
ControlPrint Creative (15)

## Ten Plus Years

Oak Leaf Comics & Collectibles (13)  
Navratil Excavating Inc. (11)  
Theilen Auto Sales (11)  
MercyOne Mason City Home Medical Shop (10)  
MercyOne North Iowa Women's Health Center (10)  
MercyOne Mason City Urgent Care (10)  
MercyOne Regency Pharmacy (10)  
MercyOne North Iowa Dermatology Care (10)  
MercyOne North Iowa Dermatology Care (10)  
MercyOne Regency Family Medicine (10)  
Mason City Ambulatory Surgery Center (10)

## Five Plus Years

Steve Kruse (9)  
McKesson Corporation (9)  
Jeffrey Auto Repair Service (9)  
Cerro Gordo County (8)  
Jane Fischer and Associates LLC (7)  
Applebee's Grill + Bar (7)  
Better Business Bureau (7)  
Edward Jones - Matt Sonquist, Financial Advisor (7)  
Heaven's Best Carpet Cleaning (6)  
Memorial Park Cemetery, Crematory, & Funeral Home (6)  
Beltone (6)  
Mason City Arena (5)  
The Sports Page of Mason City LLC (5)  
Country Axe (5)  
Budget Blinds of Mason City (5)

## One Plus Years

Gogerty & Associates PLC (4)  
Realty ONE Group Welcome Home (4)  
Amanda Ragan (3)  
Radiant Complexions Dermatology Clinic (3)  
Pine Creek Golf Club (3)  
Scooter's Coffee (2)  
Leadlight (2)  
Mollie's Mission (2)  
The Law Offices of Timothy L Lapointe, P.C. (1)  
Countryside General Store and Outdoor Poly Furniture (1)  
YC Homes (1)  
Three Bells Books (1)  
MAC-Midwest (1)



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## Upcoming Events MARK YOUR CALENDAR

Professional Development



Networking Events



Get Involved / Committee Meetings



Tuesday <b>January 7</b>	<b>Ambassador Meeting</b>   Noon-1PM Anderson Event Room, Commerce Center   9 N Federal Ave
Monday <b>January 13</b>	<b>Workforce Committee</b>   1-2PM Board Room, Commerce Center   9 N Federal Ave
Thursday <b>January 16</b>	<b>The State of North Iowa</b>   Noon-1PM Mason City High School Riverhawk Fieldhouse   1700 4th St SE
Wednesday <b>January 22</b>	<b>Program Committee</b>   11AM-Noon Board Room, Commerce Center   9 N Federal Ave
	<b>Chamber Board Meeting</b>   Noon-1PM Board Room, Commerce Center   9 N Federal Ave

### February 2024

February 20 | *Business After Hours* hosted by One Vision

February 26 | *Building CommUNITY* Icebreaker Event

February 27 | *Chamber Trivia Night*



HAPPY NEW YEAR FROM THE CHAMBER!

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**4-6PM | Thursday  
January 30**

**Hosted By:**



**Platinum Property Leasing**  
1002 E State St, Ste A

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

## Be Our Guest

Hosted by **Joe Malone**

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

**Jan. 3** **Powder Street Pizza**  
Dustin Fratzke

**Jan. 17** **Alzheimer's Association**  
Jenna Moody

**Jan. 24** **Roots Nutrition Counseling & More**  
Jenn Pope