



# February 2010 Chamber Update

## What's your ROI?

The Ames Chamber and Economic Development Annual Event is here

**Corporate Sponsor:** Global Reach Internet Productions



**H**undreds of Ames Chamber members will gather Thursday, Feb. 4, Gateway Hotel for this year's Annual Event which will highlight the accomplishments of 2009, challenge attendees to invest in their intuition in 2010 and captivate the crowds with mind-blowing entertainment.

Along with recognizing individuals for the Business Person of the Year, Entrepreneur of the Year, Community Involvement and Young Professional's Four Under Forty awards, the Ames Chamber is bringing in keynote speaker Jon Stetson. Stetson uses sleight of mind entertainment and mind-to-mind contact to communicate the art of Investing in your Intuition.

An event of this proportion would not be possible were it not for several outstanding Ames Chamber member sponsors supporting this event:

**Corporate sponsor**

Global Reach Internet Productions



*Jon Stetson Experience*

**Platinum sponsors**

Greater Iowa Credit Union  
Roseland Mackey Harris Architects  
Wal-Mart Supercenter

**Gold sponsors**

Bankers Trust  
Boehringer Ingelheim Vetmedica  
Grandon Funeral Home & Cremation Care  
LWBJ Financial  
Sigler Companies

*What's  
your  
ROI?*

*Return on Intuition*

AMES CHAMBER of COMMERCE  
& ECONOMIC DEVELOPMENT  
ANNUAL EVENT

Thursday, February 4, 2010 | 11:30a - 1:15p  
Gateway Hotel & Conference Center

\$50/person

RSVP by January 22

[www.ameschamber.com](http://www.ameschamber.com)

The mission of the Ames Chamber of Commerce is to provide our members services that strengthen the economic vitality in Ames and enhance the quality of life in our community.



## 2010 BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

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Iowa State University

## CONTACT US

The **Chamber Update** newsletter is published by the **Ames Chamber of Commerce**, 1601 Golden Aspen Drive, Suite 110, Ames, IA, 50010; phone: (515) 232-2310; [www.ameschamber.com](http://www.ameschamber.com); fax: (515) 232-6716.

## AMES CHAMBER GOVERNMENT AFFAIRS

# Of the People, By the People, For the People

## AMES CHAMBER DAY AT THE CAPITOL

**J**oin us for the 2010 Ames Chamber Day at the Capitol, on Tuesday, Feb. 9, when we bring the Ames community face-to-face with the legislators making decisions impacting our business.

The day's agenda will include

speakers on a variety of priority issues, small-group advocacy activity, an Ames community showcase in the Capitol Rotunda, and a thank-you lunch for Chamber members and all legislators provided by Hickory Park.

Even if you've never been to the Capitol before, or if you don't feel you're up to speed on the latest legislative issues, this is a great opportunity to learn the process in a very simple, non-threatening way. Be a part of making democracy happen.

There is no cost to attend the Day at the Capitol activities, but registration is required.

Transportation to and from the Ames Chamber will be provided, and you will be back in Ames by 2 p.m. Register to attend at our Web site at [www.ameschamber.com](http://www.ameschamber.com) by Friday, Feb. 5.

## FEBRUARY LEGISLATIVE LUNCH

**Noon, Friday, Feb. 26**

**\$5/person (includes lunch)**

**Register at [www.ameschamber.com](http://www.ameschamber.com)**

**S**ave the last Friday of this month for lunch with our state representatives for Story County.

These lunch events are a great opportunity to hear from and speak with your state-level elected officials about the issues that matter most to you.

Because of a shortened session this year, time and communications are of the utmost importance, so be sure to make your voice heard. Our legislators are always happy to answer your questions and respond to your concerns.

Special thanks go to our February Legislative Lunch sponsors: Ames Home Builders Association, Becker Underwood, Converse Conditioned Air, Nelson Electric and State Farm Insurance (Pat Brown Agency).



## ■ GOVERNMENT

# Ames Chamber lists its 2010 legislative priorities

The Ames Chamber of Commerce consists of more than 700 businesses representing more than 33,000 individuals in Ames and the surrounding area. The state legislative priorities listed in this document come from membership surveys, Ames Chamber Board of Director discussions and like-minded partner organizations in our community, state and nation.

The mission of the Ames Chamber is to provide our members with services that enhance the quality of life in our community and strengthen the economic vitality in Ames. We believe educating our members about elections and candidates, encouraging participation in the voting process, and providing information about issues affecting the business climate is essential to fulfilling that mission.

The Ames Chamber supports legislation that furthers business and economic development. These priorities help set the direction for our advocacy efforts for the 2010 Session of the Iowa State Legislature.

### BUSINESS CLIMATE

**Economic growth:** To both maintain and enhance our attractiveness to current and potential businesses, it is essential that Iowa does what is possible to lower costs to businesses and employees.

- Support the state's right-to-work law and oppose any legisla-

tion that would negatively impact those laws.

- Oppose adding items that can be negotiated to Iowa's public employee collective bargaining.
- Encourage growth and development by providing incentives for companies that create high paying jobs.

**Income Tax:** If the state flattens and adjusts the current income tax structure to a two-tiered system, Iowa could maintain its income tax revenue stream while eliminating the confusion in marketing our state.

- Simplify the income tax system.
- Restructure Iowa's corporate tax system.

**Property Tax Reform:** Iowa's urban commercial property tax rates are the fifth highest in the nation, rural commercial rates in the top ten highest, and industrial rates rank 15th highest. Neighboring states (Minnesota, South Dakota and Nebraska) enjoy more competitive commercial and industrial property tax rates.

- Reform property taxes to make a more equitable distribution of property taxes between classes of property (commercial, industrial, agricultural and residential).

**Entrepreneurship and Business Growth:** To accelerate business

growth and vigorously participate in the global economy, Iowa's leaders must nurture entrepreneurial talent and venture capital.

- Continue funding for research parks and regional business accelerators.
- Provide increased funding for ISU's economic development programs such as IPRT, ISU Research Park and the Small Business Development Center.
- Restore Venture Capital, and Research and Development tax credits.

### Workforce Development:

Iowa's workforce needs must be addressed with long-term, multi-faceted policies including education, training, retention and recruitment. Students need measurable learning opportunities that meet the needs of today's world marketplace, including disciplines in science, technology, engineering and mathematics (STEM). Generating interest among teachers and students for STEM-oriented curricula and related careers in Iowa is critical.

- Implement 21st century learning skills by setting statewide standards

### GOVERNMENT ACCOUNTABILITY

- Improve governmental efficiency through consolidation of government units

- Practice long-term (multi-year) state budgeting process.

### K-12 EDUCATION

The Ames Chamber will continue to support legislation that provides resources that reflect the actual cost of school funding.

- Preserve the statewide penny sales tax for school infrastructure.
- Support rigorous content standards consistent with the Iowa Core Curriculum. This sets high expectations for student learning while supporting local school districts with the delivery of those expectations.
- Oppose changes to labor and employment laws unless those changes are proven to positively impact student learning and achievement.

### IOWA STATE UNIVERSITY

The Ames Chamber continues to be a partner in promoting the concerns and needs of the institution. We support the following ISU initiatives:

- Complete the ISU biorenewables complex, which will provide new facilities for the Agricultural and Biosystems Engineering Department.
- Correct and repair environmental and fire safety deficiencies, along with deferred maintenance, at the five regent institutions (\$50 million).
- Improve the field of electrical and computer engineering by continuing to remodel Coover Hall.



## ■ PARTNERS IN EDUCATION

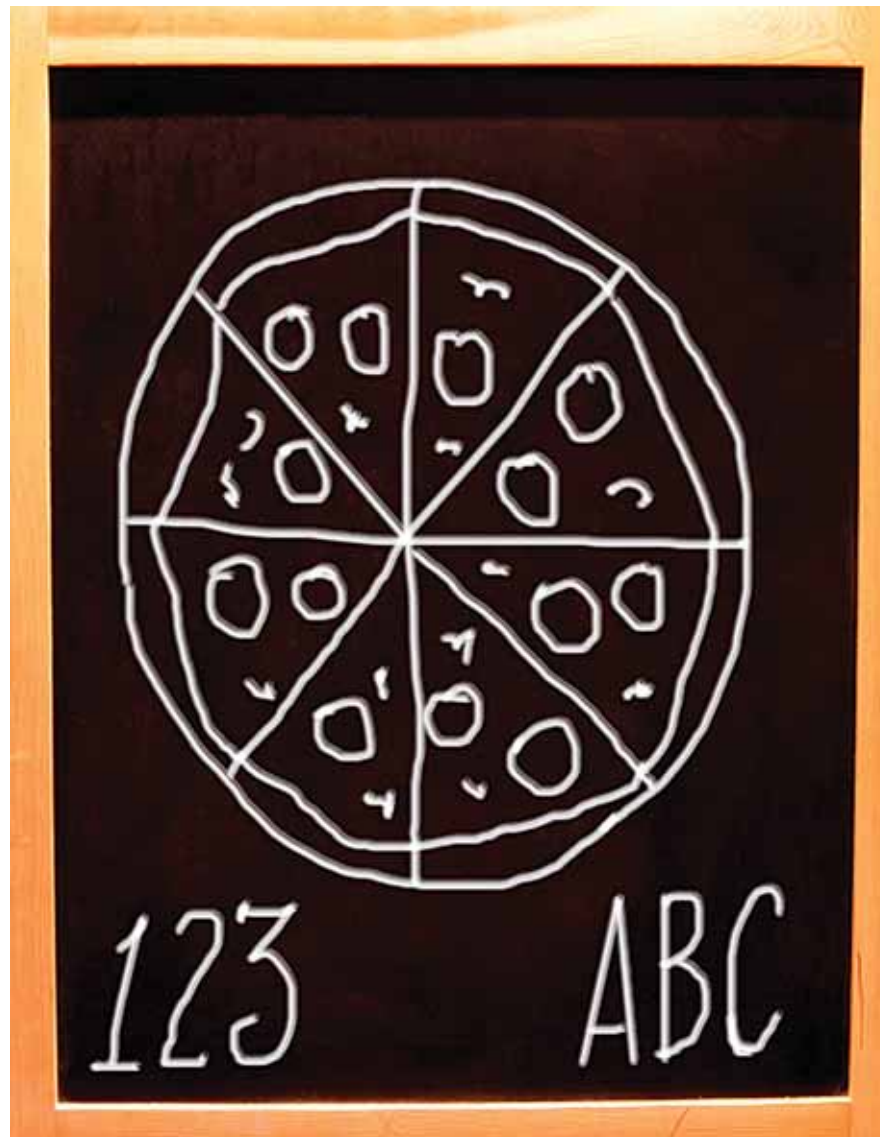
# Saluting educators all year long; Pizza 'PIE' delivered to area educators

**P**artners in Education (PIE) is a program facilitated by the Ames Chamber Education Connections committee.

The Ames Chamber is working hard to form partnerships between Chamber member businesses and local schools to provide additional resources and volunteers to the classroom, and to establish stronger relationships between the business and education communities. On Feb. 18, 132 pizza "pies" were delivered to all the teachers and faculty in Ames and Gilbert schools to celebrate Partners in Education (PIE) and to say thank you to our educators for all they do for the youth in our community.

A special thanks to our Ames Chamber members who partnered with Education Connections by donating and delivering pizza "pies": Black Market Pizza, Casey's, Domino's Pizza, Ge-Angelo's Italian Restaurant and Lounge, Jeff's Pizza, Old Chicago Pasta and Pizza, Perfect Games, Pizza Hut, Pizza Pit, Pizza Ranch of Ames, and Valentino's.

If your business, school or classroom would like to be an active participant in this program, please contact Crystal or Megan ([crystal@ameschamber.com](mailto:crystal@ameschamber.com), [megan@ameschamber.com](mailto:megan@ameschamber.com), (515) 232-2310). We also invite you to read more on our Web site at [www.ameschamber.com](http://www.ameschamber.com) and clicking on 'Partners in Education.'



## ■ PROFESSIONAL DEVELOPMENT

# Professional Development benefits for Ames Chamber members

**Lunch and Learn:  
Business Improvement Forum:  
The Profession of Selling  
7:30 a.m. Thursday, Feb. 18  
Colorbiotics, 1725 Dayton Road**

**E**mployees of Ames Chamber businesses are invited to attend the first Business Improvement Forum of 2010 on Thursday, Feb. 18, when we will discuss "The Profession of Selling," as part of the 2010 Business Skills Professional Development Series. Please RSVP by Wednesday, Feb. 18, by registering on our Web site at [www.ameschamber.com](http://www.ameschamber.com) or by calling Crystal at (515) 232-2310.

Business Improvement Forums are open to Chamber members only and are free. Continental breakfast is provided.

**Sales Communication Essentials  
Tuesday, March 9  
Somerset Clubhouse, 2400 Aspen Road  
Food Sponsor: Happy Joe's Pizza**

**L**earn to tailor your sales message, sell with power and develop effective communication strategies at our first lunch and learn session of 2010. Chamber members and nonmembers are invited to attend "Sales Communication Essentials," on Tuesday, March 9. Registration is just \$15 for Chamber members (\$25 for nonmembers) and includes lunch.

Register for this event on our Web site at [www.ameschamber.com](http://www.ameschamber.com) or call Crystal at (515) 232-2310. Please register by March 4.

# CHAMBER Gold MEMBERS

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

- Ames Silversmithing
- Bankers Trust
- Carlo's O'Kellys
- Cornerstone Church
- First United Methodist Church
- Furman Corporation
- Global Reach Technology
- Iowa Heart Center
- iSeek Corporation
- ISU Net
- Newbrough Law Firm
- Oakwood Road Church
- Proplanner
- Temptations on Main
- Triplett Real Estate and Insurance Inc.

Because of contributions from members like these, the Ames Chamber can maintain a level of excellence in the services we provide. All of our Gold Members will be recognized with a Gold Member decal and at our Annual Event.

## Ames Chamber and AEDC staff

- **Dan Culhane**  
President/CEO
- **Eve Doi**  
Vice President, Communications and Chamber Operations
- **Ron Hallenbeck**  
Vice President, Existing Industry
- **Cindy Doolittle**  
Membership Director
- **Crystal Davis**  
Program Manager
- **Megan Backman**  
Program Manager
- **Amy Mogren**  
Finance and Administration Manager
- **Meghan Steward**  
Receptionist
- **Bob Vohs**  
Volunteer
- **Jayne McGuire**  
Main Street Cultural District Director
- **Jennifer Schill**  
Main Street Cultural District Events Coordinator

## Welcome, new Ames Chamber members

**Ayden Lee** is designed to bring a trendy, designer clothing store to the Ames and surrounding communities. Its store will include things from basic tees and jeans to business suits and formal gowns. Located next to Fuji Japanese Steakhouse and Old Chicago at 1614 S. Kellogg Ave. No. 115, the doors are scheduled to open in early February.

The Chamber welcomes new individual member, **Gloria Betcher**, 531 Hayward Ave., to our Chamber membership.

**Hutson-Thompson Plumbing Inc.** is a residential and commercial plumbing contractor focusing in Story and Boone counties. This company specializes in designing and building plumbing projects to maximize efficiency ease of use and style. For more information, contact Chad Hutson at (515) 460-2928 or by e-mail at [htplumbing@yahoo.com](mailto:htplumbing@yahoo.com).

**Professional Home, Your Residential Cleaning Service LLC**, located at 706 Clark Ave., is owned by Sara Martin. It provides residential cleaning services to Ames. Fully bonded

and insured, Sara has been an Ames resident for more than 20 years and is an ISU graduate. Call for information at 232-8029 or visit its Web site at [www.professionalhome.ames.com](http://www.professionalhome.ames.com). Its goal is to simplify your life.

**Robinson Renovation and Woodworking LLC** specializes in kitchen and bathroom remodels, additions, finished basements, and custom woodworking. Established in 2008, it is family owned and operated. It has more than 30 years of experience in the construction field, both residential and commercial. Call Dan at 450-8972 or visit the Web site at [www.robinsonrenovationandwoodworking.com](http://www.robinsonrenovationandwoodworking.com).

**Sanja Cooklin** is an empowerment coach, certified hypnotist and Emotional Freedom Techniques expert. She specializes in stress, anxiety, trauma, weight management, smoking cessation, self-esteem, fears and phobias. She offers a money-back guarantee plus a free phone consultation. Available for keynotes and workshops, call Sanja at 598-5180 or stop by 233 S. Walnut Ave. for more information. [www.EFTguru.com](http://www.EFTguru.com).

## Are YOU a member of the Chamber of Commerce?

Make new connections, promote your business, take advantage of professional development programs and more when you join the Ames Chamber of Commerce. Contact Membership Director Cindy Doolittle at (515) 232-2310 for more information on how you or your organization can become a Chamber member.

When you join, here are some of the many benefits you can take advantage of right away!

- Post coupons on our Web site for FREE.
- Attend monthly Business After Hours, Business at Breakfasts, Business Improvement Forums, Speed Networking and more for FREE.
- Take advantage of reasonably priced ways to promote your business such as ribbon cuttings, mailing labels and membership mailer, just to name a few.
- Discounted Young Professionals of Ames membership (ages 21 to 40).



## RIBBON CUTTINGS



**Ag Leader Technology** celebrated the grand opening of Ag Leader's new training facility, Ag Leader Academy, on Dec. 8, 2009. The opening session of the three-day meeting started with a media event and ribbon cutting. It is considered a lead innovator in precision farming technology. Located at 2202 S. Riverside Drive, it has introduced a number of new precision farming innovations and grown to nearly 200 employees. Visit its Web site at [www.aglead.com](http://www.aglead.com) for more information.

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**At-Home Care,** located at 113 Colorado Ave. Suite 209, is beginning the fifth year of helping older adults extend their independence in the comfort of their own home. It provides bonded and insured caregivers to assist their clients in maintaining activities of daily living. Call owner Joan Ingwersen at 292-2650 for more information or visit its Web site at [www.AtHomeCareCo.com](http://www.AtHomeCareCo.com).

CHAMBER OF COMMERCE PHOTO



## RIBBON CUTTINGS



**Story County Extension** had a ribbon cutting on Dec. 8, 2009, to assure Story County residents Story County Extension continues to provide research-based information and resources despite the recent organization restructure. They look forward to serving Story County residents for many years to come. For more information, contact Mary Wilkins at (515) 382-6551 or visit the Web site at [www.extension.iastate.edu/story](http://www.extension.iastate.edu/story).

CHAMBER OF COMMERCE PHOTO



### UPCOMING RIBBON CUTTINGS:

• 11 a.m. | Feb. 16 | Celebrations Party and Wedding Store | 546 Main St.

If your business has a reason to celebrate — from a grand opening or relocation to an anniversary or change in ownership — draw some attention with a ribbon cutting by bringing chamber members and media to you! Contact Cindy at (515) 232-2310 to schedule a ribbon cutting of your own.

## AMES CHAMBER OF COMMERCE AMBASSADORS

**Kim Behrendt**, Wells Fargo Bank  
**Darryl Bennett**, Championship Productions  
**Steve Bock**, RE/MAX  
**Adam Boeding**, First American Bank  
**Dominic Boomgarden**, U.S. Bank  
**Paula Brown**, First American Bank  
**Ross Buffington**, Exchange State Bank  
**Kristi Carlberg**, Dentistry at Somerset  
**John Coder**, Ames Community Bank  
**Stacy Dreyer**, First National Bank  
**Scott Gabrielson**, Knapp Tedesco Insurance

**Linda Gibbs**, Greater Iowa Credit Union  
**Casey Roth**, First National Bank  
**Barry Green**, Ames Community Bank  
**John Greving**, The Tribune  
**Abby Hausmann**, The Blood Center of Iowa  
**Patrick Henry**, Adams Funeral Home  
**Kyle Horn**, Manpower  
**Susan Hoshor**, Knapp Tedesco Insurance  
**Traci Jennings**, RE/MAX Real Estate Center

**Matt Julich**, Bear Marketing  
**Sara Lehman**, First National Bank  
**Joy Leister**, Valley Bank  
**Ryan Lynch**, First National Bank  
**Angela Moore**, Ames Convention & Visitors Bureau  
**Lauris Olson**, Ames Bulletin Board/AmesNewsOnline.com  
**David Orth**, Special Olympics Iowa  
**Tom Randall**, Tom Randall Real Estate Team  
**Cindy Schwickerath**, Heartland Technology Solutions

**Mary Beth Scott**, The Tribune/About people  
**Nathan Scott**, U.S. Bank  
**Michael Sills**, OnMedia Precision TV Advertising  
**Kristine Snyder**, Gateway Hotel & Conference Center  
**Terry Stark**, Chocolaterie Stam  
**Adam Steil**, F&M Bank  
**Jillian Stevens**, Ames Bulletin Board/Ames News Online  
**Amy Jo Watzek**, Sam's club  
**Austin Woodin**, Edward Jones Investments



## ■ GOLF DAY

### Annual Ames Chamber Golf Tournament scheduled

The Annual Ames Chamber Golf Tournament is scheduled for the afternoon of Friday, May 14. Thank you to our sponsors for this event;

#### Executive sponsor



#### Corporate sponsors



In addition to forming a team, we invite you to participate as a sponsor and take advantage of the opportunity to get your business' name out to hundreds of Chamber members.

This year's Chamber Golf Day sponsorship levels include:

- Hole Sponsor: \$250 (holes available on first-come, first-serve basis) includes hole signage, advertising and approximately 200 golfers at your hole.
- Beverage Sponsor: \$100, includes signage.
- Prize Sponsor: Donate new items in multiples of four (examples: gift certificates, golf supplies, food/beverage packages, gift baskets, event tickets, electronics, office gadgets, etc.).

Please look on our Web site at [www.ameschamber.com](http://www.ameschamber.com) for sponsorships. Contact Cindy at [cindy@ameschamber.com](mailto:cindy@ameschamber.com) with questions or to volunteer.

## ■ UPCOMING EVENTS FOR CHAMBER MEMBERS

# Make the most out of these networking and promotional opportunities

### Speed Networking

Promote your business, distribute information and make new contacts in two short hours! After one round of speed networking, please stay and socialize with all your new contacts while enjoying dinner (each attendee is responsible for their own ticket).

This is a dynamic, fun and a great membership benefit. Speed Networking is limited to the first 30 Chamber members who register (limit two per business). The event will be from 4 to 6 p.m. Tuesday, Feb. 11, at Ames Golf and Country Club, 5752 George W. Carver Ave. Register today at [www.ameschamber.com](http://www.ameschamber.com) or by contacting Cindy Doolittle at (515) 232-2310.

### Business at Breakfast

**7:30 a.m. Thursday, Feb. 25**  
Sponsored by Exchange State Bank, 823 Wheeler

Join us Feb. 25 to give a two-minute shameless plug about your organization while handing out business cards, brochures and any other promotional materials that describe your business or organization. If you've never attended before, make this month your first.

We purposely keep this event small to ensure great one-on-one interaction with fellow Chamber members, so your RSVP is very important. Please contact the Chamber no later than noon Wednesday, Feb. 24, to attend.

You can register on our Web site at

[www.ameschamber.com](http://www.ameschamber.com) or call the Chamber offices at (515) 232-2310. The continental breakfast is free to all attendees, but we need your RSVP to participate. See you at breakfast.

### Business-to-Business Expo and Story County Career Fair

**Tuesday, March 30**  
Iowa State Center,  
Scheman Building

Back by popular demand, our annual Business-to-Business Expo is just around the corner and is going to be bigger than ever. In addition to having the opportunity to show off your business to the Ames community this year, Ames Chamber members can also use this Expo to advertise jobs and recruit new employees.

This is one energy-filled event that will be packed with opportunities to expand your network, your resources and maybe even your career.

Reserve your booth today. The Business-to-Business Expo helps you reach out to new audiences, introduce your staff, draw attention to a new product or service, distribute samples and information, and promote available jobs (full and part-time) within your organization.

Don't pass up this opportunity to get your name out in front of businesses, the public and job-seekers.

The event is free and open to the public, but only Ames Chamber members can exhibit. Booth space is limited, so sign up to reserve your booth today on our Web site, [www.ameschamber.com](http://www.ameschamber.com). For more information, call Cindy (515) 232-2310.



# February calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 11:30 a.m.: What's Your ROI? ACC/AEDC Annual Event (Gateway)	5 Noon: Government Affairs	6
7	8	9 8 a.m.: Ames Day at the Capitol	10 Noon: Membership Committee (C)	11 4 p.m.: Speed Networking (Ames G&CC)	12 5 p.m.: YPA Friday After Work (Wallaby's)	13
14  <i>Valentine's Day</i>	15  <i>Presidents Day</i>	16 11 a.m.: R/C (Celebrations)	17 8 a.m.: Leadership Ames  <i>Ash Wednesday</i>	18 7:30 a.m.: Business Improvement Forum (Somerset)  11:30 a.m.: YPA Lunch and Learn (MGMC)	19	20
21	22	23	24 11:30 a.m.: ACC Board Meeting (C)	25 7:30 a.m.: Business@ Breakfast	26 Noon: Legislative Luncheon	27
28						

## YOUNG PROFESSIONALS OF AMES

# February news

### The future of the Ames and ISU event business in Ames

**O**n Jan. 19, the Young Professionals of Ames were updated on a timely development in the Ames community: the availability of convention space for conferences, meetings and events.

A study commissioned by the Ames Convention and Visitors Bureau in spring 2009 outlined the past, present and future ways Ames and Iowa State University will compete for conventions, meetings and special events. Julie Weeks, director of Ames Convention and Visitors Bureau and ISU Extension Conference Planning and Management, explained some of the specific needs which include increasing room capacity by 25 percent, an exhibit hall at least 40,000 square feet, and more ballroom space.

While the economy is a factor in implementing updates and changes, the flat space committee continues to move forward. One option Weeks and the committee are exploring is an expansion of Iowa State Center's Scheman Building, which would include a LEED Gold certified hotel and expanded flat space for trade shows. Ames values its visitors and travelers to the community, and with an expansion of convention facilities, there will also be heightened quality of life experiences available to Ames residents and visitors.

For questions about the progress of this study, you may contact the Ames Convention and Visitors

Bureau at (515) 232-4032.

### YPA Annual Sponsor educates YPs on the housing tax credit

**S**ara Lehman and Shana Lancaster, mortgage lenders with First National Bank, spoke to the Young Professionals of Ames in late January about the process of purchasing a house and what the First Time Home Buyer Tax means for a new homebuyer.

Hosting an Annual Sponsor Breakfast or Luncheon is one of the many benefits of YPA annual sponsorship. The next round of sponsorship will run from July 2010 to June 2011. If your business has interest in becoming a sponsor, contact Barry Green, YPA president, at 956-4343 or Megan Backman, Chamber staff liaison, at (515) 232-2310.

### Mark Your Calendars for Upcoming YPA Events:

**Friday After Work: 5 to 7 p.m. Friday, Feb. 12, Wallaby's**

**E**njoy appetizers and networking with your fellow YPs at Wallaby's from 5 to 7 p.m. Feb. 12. Remember, the appetizers are on us! Members and nonmembers are welcome.

**Lunch and Learn: "Healthcare reform and how it affects you as a**

**Young Professional!"**

**Thursday, Feb. 18**

**Mary Greeley Medical Center**

**11:30 a.m. (lunch and networking); Noon to 1 p.m. (program)**

**U**.S. healthcare is among the most complicated systems ever created. The industry consumes more than 17 percent of the national gross domestic product, an enormous amount of money, and young professionals must understand how it's being spent. Attend this Lunch and Learn to find out how the current health care crisis affects business and what Washington is currently doing that will affect you. Speaker Anne Kinzel, a lawyer with more than 30 years experience in healthcare and program coordinator with Iowa State University, will illustrate why health care is such a serious debate and how the outcome will affect your career for decades.

This is an add-on of the December Ames Chamber Health Care forum. There will be lots of new information to learn, all with a "YP spin." Networking and lunch begin at 11:30 a.m. with the presentation beginning promptly at noon. Lunch is free to all YPA members and \$10 for nonmembers. Registration is limited to the first 40 attendees, so register at [www.ypames.com](http://www.ypames.com) today!

**Save the Date! YPA Financial Symposium: "Your Financial Road Map to the Future"**

**Friday, March 12**

**ISU Foundation, Lepke Room**

**12:30 p.m. (registration and lunch); 1 to 4:30 p.m. (program)**

**Friday after Work to follow at Prairie Moon Winery**



### Committee meetings

- **Leadership and Professional Development**, Ames Chamber, Noon, Feb. 8.
- **Community Outreach & Partnerships**, Ames Chamber, Noon, Feb. 9.
- **Membership & Social**, Ames Chamber, Noon, Feb. 25.

### YPA 2009-10

#### Annual Sponsors

Ames Chamber of Commerce  
Ames Community Bank  
First National Bank  
Global Reach Internet Productions  
Green Hills Health Care  
Hunziker & Associates, Realtors  
ISU Masters of Business Administration Program  
Mary Greeley Medical Center

**A**ttend the YPA Financial Symposium and learn effective ways to budget, strategies for reducing debt and improving your credit score, how to choose the right investments for you, and how to plan for retirement. The symposium will be workshop-style with many interactive components. You will leave with a financial road map that will include handouts, worksheets and information compiled throughout the day.

Space is limited! To register, visit [www.ypames.com](http://www.ypames.com).

MAIN STREET CULTURAL DISTRICT

# January Sidewalk Sales

It's not too late to take advantage of super savings downtown. The January Sidewalk Sales last through this weekend with the final day being Sunday, Jan. 30. Please join us downtown for special discounts and promotions in many of the stores. There are only two times of the year that these promotions are available — this, the last weekend in January, and again during our Summer Sidewalk sales July 29 to 31. Snow or sun, the Main Street Cultural District stores are here to meet your shopping desires.

## Snow Magic

We hope you were able to join us for our 2009 Snow Magic event. The weather was great, and we had a wonderful turn out. We would like to thank the following sponsors and individuals for helping to make this event such a success: Ames Convention and Visitors Bureau, City of Ames Electric, Wells Fargo, Jet Print, Hy-Vee, Temptations, Party Time, Celebrations, Straughtman Tree Farm, Everts Flowers, Lazy M Shoes, Rieman Music, City of Ames, Alpha Copies, Chocolaterie Stam, Iowa Brass Quintet, The MSCD Promotions Committee chairs and members, Mayor Ann Campbell, and, of course, Santa.

## Investors

Did you know that any member of the Ames Community is able and welcome to become an investor of the Main Street Cultural District? We consider the whole of the community to be “members” already, as each of us has a stake in the heart of our community, the downtown. Our “investors” are those businesses, societies, clubs and citizens that take a special interest in the vitality and success of our district. As an investor, you will feel proud that your contribution to the cultural district goes towards maintaining and improving successful events such as Fourth of July Festival, Downtown ArtWalk, Tune Into Main Street Concert Series, Downtown MusicWalk, Snow Magic, and perhaps additional fun events in the future. All of these events are provided free to the public, and this is made possible by support from the City of Ames, the Ames Chamber of Commerce, event sponsors, and importantly, our investors. We welcome business investors, as well as individual and family investors. Please contact us by phone at (515) 233-3472 or by e-mail at [director@mainstreetculturaldistrict.com](mailto:director@mainstreetculturaldistrict.com) for more information.



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## Mark your 2010 calendars!

We are looking forward to continuing our established events in the district and perhaps adding something new.

We want you to be able to plan for these events so we are listing the dates for those events that have already been placed on our calendar. You can start to look forward to them ... now! With this winter weather it is nice to think about warmer things...such as the Fourth of July Festival, Downtown. Or maybe you prefer picturing yourself resting on a blanket in Tom Evans Park listening to a great local band at one of our Tune Into Main Street Concert Series Events. Do you enjoy art? Come downtown for our annual Art walk, browse shops while enjoying the opportunity to view and even purchase unique art pieces from the artists themselves! Later in the year, you can join us once more for

the Downtown MusicWalk again having the opportunity to look around downtown shops while enjoying the sounds of many different genres of musical talent! Look for details about these events as we get closer to their scheduled dates!

- Fourth of July Festival: Sunday, July 4.
- Downtown ArtWalk: Friday, June 4.
- Tune Into Main Street Concert Series:

Thursday evenings from May 27 to July 29.

- Downtown MusicWalk: Thursday, Sept. 16.
- Snow Magic 2010: Friday to Sunday, Nov. 19 to 21.

Do you already have a favorite event? Would you like to help to make it more successful? Sponsorship opportunities are available! Please contact us today! 515-233-3472.

MAIN STREET  
JANUARY  
DOLLAR  
DAYS \$



JANUARY 28 - 30  
Thursday - Saturday

Main Street  
CULTURAL DISTRICT  
Ames, Iowa

A Unique Experience Awaits You In The District!

[MainStreetCulturalDistrict.com](http://MainStreetCulturalDistrict.com)



## ■ WHAT IS LEADERSHIP?

# Leadership Ames Class 23 continues leadership development

**W**hat do 17 pieces of string, a small ring and a soccer ball have to do with developing leadership skills? Apparently, as the 2009-10 Leadership Ames class found out, quite a lot.

Leadership Ames Class 23 continued on its leadership development journey by meeting in January with guest facilitator Donna Gilligan. The day included discussions on flexible leadership and change leadership for a competitive advantage, as well as the class participating in a fun teaming activity, the “ball string exercise” (see photo), to model leadership skills such as empowerment and delegation.

During the next few months, Leadership Ames Class will focus on state and county government, community development, and business and industry issues, as well as selecting community service projects to benefit our Ames community.

Leadership Ames is a 9-month program open to Ames Chamber members that provides selected candidates a broader view of civic leadership responsibilities and opportunities through direct contact with people and institutions influencing and shaping the Ames community.



CHAMBER OF COMMERCE PHOTO

**Top:** Facilitator Donna Gilligan leads Class through a “Bull Ring” team-building exercise that not only highlights leadership and communication styles, but also planning and delegation. Class members are, from left, Nathan Jobe (McFarland Clinic), Linda Gibbs (Greater Iowa Credit Union), Sam Stagg (Haila Architects), and Alicia Clancey (Renewable Energy Group)

**Top right:** Judi Eyeles (ISU), Aaron Mortvedt (Gateway Hotel & Conference Center) and Chris Hicks (LWBJ) listen in as Program Co-Chair Amy Juhnke (Lutheran Services in Iowa) enters into the discussion.

**Right:** John Lauridsen (ISU Bookstore) and Alicia Clancey (Renewable Energy Group) break into small groups to discuss “flexible leadership.”

