

BREAKING NEWS

AMES CHAMBER OF COMMERCE 2012 ANNUAL EVENT TO FEATURE MIKE ALLEN

Presented by Global Reach
Internet Productions



5 to 9:30 p.m. Feb. 2,
Scheman Building,
Iowa State Center

The event you've been waiting for has finally arrived. The Ames Chamber of Commerce and Global Reach Internet Productions are looking forward to celebrating with the Ames Chamber members at our newsworthy event. The celebration will include dinner, annual awards, a recap of 2011 accomplishments, a forecast of what's to come in 2012, and keynote speaker, Mike Allen, chief political correspondent for Politico.

This will be the "event of the year" where networking, celebration, food and fun are combined in one place. See you on Feb. 2 to celebrate the many reasons we live, work and *thrive* in Ames.

Extra! Extra!
Read all about it!
Ames Chamber announces
Annual Dinner newsworthy
sponsors

Breaking News sponsor:
Global Reach Internet Productions



Platinum sponsors:
Boehringer Ingelheim

Vetmedica Inc.
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Athletics Department
LWBJ
South Story Bank & Trust
Story Construction

BUSINESS-TO-BUSINESS

Business-to-Business Expo is coming up in March

Thursday, March 22
Scheman Building,
Iowa State Center

Our annual Business-to-Business Expo is just around the corner, and this year will be bigger than ever. Ames Chamber members have the opportunity to show off their business to the Ames community.

We are pleased to announce we will again be partnering our B2B Expo with the Chamber March Business After Hours. This energy-filled event will be

packed with opportunities to expand your network and your resources.

Space is limited, so be sure to 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, and distribute samples and information.

The event is free and open to the public, but only Ames Chamber members can exhibit. For more information, please email Crystal at crystal@ameschamber.com or call (515) 232-2310.



CHAMBER OF COMMERCE PHOTO

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.



2012 BOARD OF DIRECTORS

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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; fax: (515) 232-6716.

WHAT IS LEADERSHIP?

Leadership Ames Class 25 continues development

What do 20 pieces of string, a small ring, and a giant tennis have to do with developing leadership

skills? Apparently, as the 2011-12 Leadership Ames class found out, quite a lot.

Leadership Ames Class 25 continued on their leadership development journey by meeting in January with guest facilitator Donna Gilligan (The Gilligan Group). The day included discussions on flexible leadership and engagement as well as the class participating in a fun teaming activity — the “bull ring exercise” (see photo). This particular activity modeled leadership skills such as empowerment and delegation.

During the next few months, Leadership Ames Class 25 will be focusing on state and county government, community development, and business and industry issues, as well as selecting community service projects to benefit the Ames community.

Leadership Ames is a nine-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

BUSINESS IMPROVEMENT FORUM

Resolve to keep your finances healthy

Presented by **Justin Bennett (Strong Tower Consulting)**
7:30 a.m. Thursday, Feb. 16,
Somerset Clubhouse, 2400 Aspen Road

Employees of Ames Chamber businesses are invited to attend our first Business Improvement Forum of 2012

at 7:30 a.m. Thursday, Feb. 16, at Somerset Clubhouse, 2400 Aspen Road.

Does your new year's resolution include a wellness plan for your body? Well, your finances also deserve a wellness plan.

At this forum, learn how you as an employer or an employee can keep your money fit.

Please RSVP by Wednesday, Feb. 15, by registering on our website at www.ameschamber.com or by calling Crystal at (515) 232-2310.

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

BUSINESS AFTER HOURS

Chamber members enjoy some great networking during December 2011's Business After Hours



AMES CHAMBER OF COMMERCE PHOTOS

Sponsors of the December Business After Hours included these great Chamber members: Friedrich Iowa Realty, 3M, Ames Tribune, Integrity Friedrich Construction Services, Hy-Vee, Sauer-Danfoss, U.S. Bank, and the ISU Alumni Center.

WHO LETS **THIS** GUY
DECIDE WHEN SPRING
WILL ARRIVE?

The February Business After Hours
is sponsored by this great Ames
Chamber member:

YOU'RE INVITED
to February's Business After Hours
Where spring has already sprung ... sorta

TUESDAY, FEBRUARY 28
5:00 - 7:00 p.m.
Ames Golf & Country Club
5752 George Washington Carver Road

*The Ames Golf & Country Club invites
you to "Think Spring" at this month's
Business After Hours!*

*Bring your co-workers to enjoy free food,
beverages and enough networking to
"spring" you into the next season!*



LEGISLATURE



Ames Day at the Capitol is March 26

Join us for the 2012 Ames Day at the Capitol on Monday, March 26, when we bring the Ames community face-to-face with the legislators making decisions impacting our businesses. The day's agenda includes an Ames community showcase in the Capitol Rotunda and lunch provided for Chamber members and all legislators from Hickory Park.

There is no cost to attend the Day at the Capitol activities, but registration is required. Please register by visiting the Chamber's website at www.ameschamber.com.

Interested in having your business on display? Ames Day at the Capitol is an excellent opportunity for you to catch the attention of our elected officials and thank them for their service to our state. Participate as an Advocacy Sponsor for \$500 and receive a display booth in the Capitol Rotunda, promotion before the event, photo follow-up and signage at the event.

SMALL BUSINESS SUMMIT

Join other small business leaders in Washington, D.C., this May

**Small Business Summit
May 21 to 23,
Washington, D.C.**

Join more than 600 small businesses and local chamber and association leaders in Washington, D.C., at America's Small Business Summit 2012 from

May 21 to 23. The Summit is the premier small business event with big business results.

Meet with Iowa's federal delegation, hear top business speakers and network with professionals from around the country when you travel to Washington,

D.C., to take part in the U.S. Chamber Small Business Summit.

The Summit unites small business owners, managers and entrepreneurs from across the country to learn, network and discuss common legislative and management concerns. Help

influence our nation's economic and political agenda by advocating for pro-business policies through the Rally on the Hill portion of the program.

If interested in learning more about the event, please contact Angela Davidson at angela@ameschamber.com.

LEGISLATIVE LUNCHEON

Have lunch with your representatives

**11:30 a.m. Friday, Feb. 24
Registration and lunch
Noon to 1 p.m.: Discussion with
legislators, First National Bank,
405 Fifth Street, lower level
conference room, Ames**

With the Iowa Legislative Session in full swing, now is a terrific time to hear from our elected officials. Make plans to join your fellow Chamber members on Friday, Feb. 24, for our second Legislative Luncheon of the session.

There, you'll enjoy networking, a great lunch and the chance to hear directly from our elected policy mak-



ers. It will be a perfect opportunity to ask them questions regarding topics that matter to you and your organization. Please register online at www.ameschamber.com. The luncheon is open to current members of the Ames Chamber of Commerce. Your \$5 registration fee includes lunch.

Thank you to our February Legislative Lunch sponsors:

- Hastings, Gartin and Boettger LLP

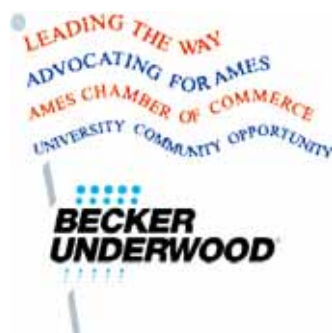
- Knapp-Tedesco Insurance Agency

In addition, the Chamber thanks the 2012 Legislative Lunch Season sponsors:

- Harold Pike Construction
- Harrisvaccines Inc.
- HR Green
- LWB Financial

We also recognize our 2012 Taking Leadership sponsors for supporting the Chamber's Government Affairs activities throughout the entire year:

- Becker Underwood
- Converse Conditioned Air
- Mary Greeley Medical Center
- Renewable Energy Group



February calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Noon: Education Connections (C)	2 5 p.m.: Annual Dinner (Scheman Building) <i>Groundhog Day</i>	3	4
5	6	7	8	9 Noon: Membership Committee (C)	10 5 p.m.: YPA FAW (TBD)	11
12	13	14 <i>Valentines Day</i>	15 <i>Leadership Ames Youth Leadership Ames</i>	16 4 p.m.: CAA (Welch Ave. Station)	17	18
19	20 <i>President's Day</i>	21	22	23 7:30 a.m.: Business @Breakfast (Premier Credit Union)	24 11:30 a.m.: Legis. Lunch (First Nat'l Bank)	25
26	27	28 5 p.m.: BAH (AGCC)	29 Noon: Read With Me (YPA)			

AEDC:Ames Economic Development Commission • **BAH:** Business After Hours • **CAA:** Campustown Action Association • **C:** Chamber Office • **FAW:** Friday After Work • **L&L:** Lunch & Learn • **R/C:** Ribbon Cutting • **YPA:** Young Professionals of Ames • **YLA:** Youth Leadership Ames

ONLINE COUPONS

The screenshot shows the Ames Chamber of Commerce website. The left sidebar contains a navigation menu with items like '2012 Annual Event', 'Accomplishments', 'Ames Main Street Farmers' Market', 'Area Jobs', 'Board of Directors', 'Business Assistance', 'Chamber Staff', 'Chamber Coupons', 'Chamber Weekly Update', 'Chamber Update Newsletter', 'City of Ames Bid Opportunities', 'Community Resources', 'Contact Elected Officials', 'Economic Development', 'Educational Opportunities', 'Get Involved', 'Government Relations', and 'Grow Ames - GREEN Ames'. The main content area is titled 'Chamber Coupons' and features three categories: 'AUTOMOBILE SERVICES / RENTAL' with offers from Jiffy Lube, U-Save Auto Rental, and LOF-Xpress; 'BANKING' with an offer from Bankers Trust; and 'CHIROPRACTIC' with an offer from Five Oaks Chiropractic. There is also a section for 'ENTERTAINMENT / THEATER' with an offer from Iowa State Center.

Advertise your specials on the Chamber website

Post your special(s) for free; it's as easy as 1-2-3:

- Email your coupon(s) (must be .jpeg or .pdf format) to kristine@ameschamber.com.
- Provide a beginning and expiration date. Submit up to three coupon(s) at a time.
- That's it. We'll have your coupon(s) on our website within 24 hours of your email on business days.

CHAMBER Gold MEMBERS

Thank you to members of the Chamber of Commerce who have donated 10 percent more than their annual dues for Chamber projects.

Because of contributions from those members, 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 and CEO
- **Ron Hallenbeck**
Vice President, Existing Business and Industry
- **Seana Perkins**
Vice President of Business Development and Marketing
- **Crystal Davis**
Director of Professional and Community Development
- **Amy Mogren**
Director of Finance and Administration
- **Sarah Buss**
Director of Membership Development and Affiliate Programming
- **Kristine Keil**
Director of Communications and Organizational Programming
- **Angela Davidson**
Director of Government Affairs
- **Tom Drenthe**, MSCD Executive Director/
Market Manager
- **Mandy McWherter**, MSCD Events
Coordinator

Welcome, new Ames Chamber members

Ames Patch is a community-specific news and information platform dedicated to providing comprehensive and trusted local coverage for individual towns and communities. Patch is run by professional editors, writers, photographers, and videographers who live in or near the communities we serve and is supported by a great team in their New York headquarters. Patch is designed so their site will strengthen communities and improve the lives of their residents. Contact Jessica Miller for more information at (515) 203-5066 or visit www.ames.patch.com.

Stegman Audio & Video is owned by Phil Stegman. Phil has been in the industry of providing technology needs for over 13 years, and his business in Ames started in 1998. Their Showroom is in the Somerset Subdivision at 2605 Northridge Parkway, Ames. The Showroom provides examples of a true home theater experience as well as many other "must have" amenities for your home and is open by appointment only. Call Phil today at (515) 290-4039.

Duckworth Wearing/The Loft. Duck Worth Wearing is a unique children's and maternity resale store that carries clothing, maternity, toys, books, equipment and almost everything you need for children birth to size 14 and moms-to-be. They are conveniently located at the corner of Kellogg and Main in historic downtown Ames which allows them to service not only Ames but communities like Boone, Nevada, Marshalltown, Story City, Huxley and Ankeny for the last 11 years. With over 3,000 consignors, their store inventory changes daily and is a new experience each time you shop. Visit them on the Web at www.duckworthwearing.com or stop in and shop at 233 Main St.

Rural Soluxions LLC is a software engineering services company headquartered in Ames. Rural Soluxions was founded in 2011 and provides U.S.-based consulting services to enable clients to develop and maintain software in Rural Soluxions' Software Engineering Services Center. A significant part of Rural Soluxions' history involves its affiliate organization, Xpanxion LLC. Founders AshLea Allberry and Nicolas Eurek were instrumental in the inception and growth of Xpanxion's first rural center in Kearney, Neb. Their belief in the business model and passion for rural America led them to their entrepreneurial effort to start a company mirroring the model of Xpanxion.

Join the Chamber!

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 Sarah Buss 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 website 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).

BUSINESS AT BREAKFAST



Come give your 'shameless plug'

Premier Credit Union, 520 Grand Ave., Ames
7:30 to 8:30 a.m. Thursday, Feb. 23

Join us at Premier Credit Union, 520 Grand Ave., 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 register no later than noon Tuesday, Feb. 21. The event and continental breakfast are free, but you must RSVP to participate.

AMES CHAMBER OF COMMERCE AMBASSADORS

- | | |
|---|--|
| Steve Bock , RE/MAX Real Estate Center | MaryBeth Buchele , Health Naturally |
| Adam Boeding , First American Bank | Kim Behrendt , Wells Fargo Bank |
| Paula Brown , First American Bank | Kristi Carlberg , Dentistry at Somerset |
| Stacy Dreyer , First National Bank | John Coder , Ames Community Bank |
| Kendra Eibs , Sam's Club | Tom Drenthe , Main Street Cultural District |
| Linda Gibbs , Greater Iowa Credit Union | Barry Green , Ames Community Bank |
| Casey Rath , First National Bank | John Greving , The Ames Tribune |
| Traci Jennings , RE/MAX Real Estate Center | Brad Sargent , Marshalltown Broadcasting Inc. |
| Matt Julich , Bear Marketing | Abby Hausmann-Virgil , The Blood Center of Iowa |
| Amy Juhnke , Lutheran Services in Iowa | Lauris Olson , Ames Bulletin Board/AmesNewsOnline.com |
| Sara Lehman , First National Bank | David Orth , Special Olympics Iowa |
| Joy Leister , Valley Bank | Tom Randall , Tom Randall Real Estate Team |
| Lloyd Flanders , RE/MAX Real Estate Center | Tim Rasmussen , Alfred's Carpet and Decorating |
| Jeff Ratcliff , Executive Express | Mary Beth Scott , The Ames Tribune |
| Cindy Schwickerath , Heartland Technology Solutions | Michael Sills , Mediacom |
| Rudy Fors , U.S. Bank | Terry Stark , Chocolaterie Stam |
| Allyson Walter , Ames Convention and Visitors Bureau | Mark Doyle , Mark Doyle State Farm Agency |
| Tom Elston , Bickford Living of Ames | Mandy Fjelland , Finesse Spa Salon |
| Samantha Goodman , Bickford Living of Ames | Kirt Till , Thrivent Financial |
| Jan Williams , Heartland Senior Services | Sharon Holst , Hunziker and Associates |
| Vince Sabatino , Virtual Rabbit | Ben Handsaker , Bufords Steak House and Barbecue |
| Sheryl Cusick , Gateway Hotel and Conference Center | Angie Selby , Springer Professional Home Services |
| Lynn Scarlett , United Way Story County | Adam Steil , Great Western Bank |
| Stacey Harrison , U.S. Bank | Tara Ethington , Marshalltown Broadcasting Inc. |
| Emily Bayliss , Sign Pro | |

CHAMBER OF COMMERCE

Chamber committees provide opportunities to get involved

Your input, participation and ideas are needed

The Chamber's task of working to improve the long-term economic vitality of its members and the community is accomplished through the ideas and projects that begin in committees of the Chamber. Each Chamber committee focuses on a different aspect of the community that affects business. We welcome your input and invite you to consider sharing your ideas and time by joining one of the Chamber committees:

Business Improvement Council: To provide support and resources for Ames Chamber businesses and organizations as they strive for continuous improvement is the mission of this committee. This committee's main charge is to develop, plan and facilitate professional development opportunities that are available to Chamber members. Monthly Business Improvement

Forums, Lunch and Learn series and seminars are just part of the offerings this committee works on.

Meets on the second Thursday of every month at noon.

Chamber staff facilitator: Crystal Davis, crystal@ameschamber.com.

Education Connections: Education is a vital component of every community and is directly related to economic development, quality of life and the stability and growth of area post-secondary educational institutions. This committee seeks to strengthen the relationships between area businesses and local school districts and to help address local diversity issues and workforce concerns. The annual Salute to Educators celebratory luncheon recognizing area educators is just one example of this committee's work.

Meets on the first Wednesday

of every month at noon.

Chamber staff facilitator: Crystal Davis, crystal@ameschamber.com.

Government Affairs: The Chamber's Government Affairs Committee works diligently to identify and research legislative issues that affect the business community. They then update and educate Chamber members regarding these vital matters so that members will be aware of how legislation will impact their organizations. The committee keeps Chamber members' concerns in front of key government officials by keeping the lines of communication open with lawmakers and by hosting monthly Legislative Luncheons. Also, candidate forums are planned for elections. These luncheons and forums give members the opportunity to meet candidates and public officials face-to-face. In addition, the Government Affairs Committee helps develop the Chamber's annual legislative survey and participates in Ames Day at the Capitol. We welcome any Chamber member with an interest in ensuring the business community has a strong voice in local, state and federal govern-

ment to join this terrific group! *Meets on the first Friday of each month at noon. Chamber staff facilitator: Angela Davidson, angela@ameschamber.com.*

Membership Affairs: Overseeing all organized recruitment efforts of the Chamber, this committee works to encourage Chamber member involvement through active and visible participation in Chamber events and activities. Business at Breakfast, Speed Networking, Business After Hours, and New Member Plus 5 & 0 Reception are just some of the events this committee helps develop and facilitate. This committee also calls on new members as well as existing membership to assess membership satisfaction.

Meets on the second Wednesday of each month at noon.

Chamber staff facilitator: Sarah Buss, sarah@ameschamber.com.

All employees of a Chamber member business can get involved in Chamber committees. You can join a committee at any time and participate for as long as you wish. Please call the Chamber office at (515) 232-2310 for more information.

READ WITH ME



CHAMBER OF COMMERCE PHOTO

Volunteer for Read With Me

Spring 2012 marks the tenth annual Read With Me

Each spring and fall, Young Professionals of Ames members visit local elementary schools as part of the Read With Me program. This spring, our volunteers will read to Ames-area first- and second-grade

classrooms to help encourage reading.

As part of the program, each child is given a book to take home with them. In total, YPA will donate more than 600 books to first- and second-graders in our community this spring. Now in its 10th

year, Read With Me continues to be an extremely rewarding experience for both the volunteers who read the book and the children who receive them. Read With Me will take place Feb. 29 to March 2. Visit our www.ypames.com today to volunteer.

YPA FEBRUARY NEWS



CHAMBER OF COMMERCE PHOTO

Kids Zone at the Ames Main Street Farmers' Market

Following a successful inaugural season, YPA is excited to once again host the Kids Zone at the 2012 Ames Main Street Farmer's Market. At the Kids Zone, YPA partners with local organizations each week to lead children's activities that promote healthy living. Volunteers help plan the activities and staff the booth throughout the market season.

This year, the market will run from 8

a.m. to noon each Saturday from May 5 to Oct. 27 on the 400 block of Main Street, including Tom Evans Plaza.

Contact YPA for more information on being a partner organization or to volunteer for the 2012 Kids Zone.

Social and networking opportunities

All YPs are invited to come and network at Friday After Work. February's FAW will be on Friday, Feb. 10. YPA provides the

appetizers, and both members and non-members are welcome. FAW events are regularly held on the second Friday of each month. We hope to see you there.

Lunch and Learns

The 2012 Lunch and Learn series kicked off with City of Ames Mayor Ann Campbell. Mayor Campbell gave YP's a "state of the city" address and discussed ways that YPs can get involved with the City, including opportunities to serve on one of more than 20 boards or commissions in Ames. Visit www.ypames.com for information about upcoming Lunch and Learns.



2012 YPA Board

President Shelly Greving, Iowa 4-H Foundation

Past-President Dan Nutini, Roseland, Mackey, Harris Architects PC

President-Elect Jenny Pollard, Iowa State University Alumni Association

Community Outreach and Partnerships Chair Jenni Talbott, McFarland Clinic, PC

Community Outreach and Partnerships Co-Chair Kelsey Leighton, Bickford Assisted Living of Ames

Leadership and Professional Development Chair Aaron Mortvedt, Gateway Hotel and Conference Center

Leadership and Professional Development Co-Chair Teresa Rummer, First National Bank

Marketing Chair Andrea Hammes Dodge,

Mary Greeley Medical Center

Marketing Co-Chair Sara Houlihan, North Grand Mall

Social Chair Tera Lawson, Iowa State University

Social Co-Chair Haley Cook, Ames Convention and Visitors Bureau

Chamber Liaison/Staff Sarah Buss, Ames Chamber of Commerce

Thank you to our 2011-12 sponsors

ACE Community Credit Union
Ames Chamber of Commerce
Ames Community Bank
First National Bank
Global Reach Internet Productions
Hunziker & Associates, Realtors
Iowa State University MBA Program
Mary Greeley Medical Center
[Insert YPA logo]

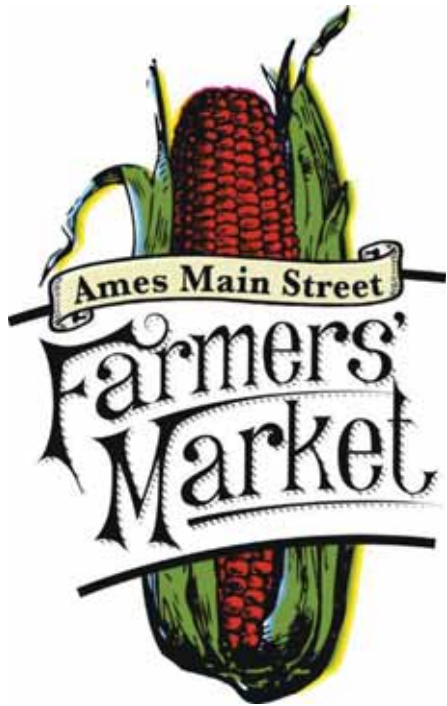
Connect with YPA

Visit www.ypames.com for upcoming events, committee openings and volunteer opportunities.



MAIN STREET CULTURAL DISTRICT

Ames Main Street Farmers' Market announces dates for 2012 season



The Ames Main Street Farmers' Market is pleased to announce the dates for the 2012 season. 2012 will be a full, six-month market season beginning Saturday, May 5, and running each Saturday through Oct. 27. The market will be open from 8 a.m. to noon.

Led by an advisory board and staff of the Main Street Cultural District and the Ames Chamber of Commerce, the Ames Main Street Farmers' Market is a bigger, more cohesive and dynamic showcase for consumers to buy directly from Iowa vendors and producers, offering seasonal fresh fruit, vegetables, meats, cheeses, arts, crafts, fresh flowers, plants and much more.

In addition to the variety of vendors, the market also offers live local entertainment and children's activities each week. There is an opportunity to include educational programming throughout the market area.

The market has been positively



CHAMBER OF COMMERCE PHOTO

received in the community and many area businesses have stepped up again this year to offer financial support. Sponsors include: the Ames Convention and Visitor's Bureau, Iowa State University, Wheatsfield Cooperative, and Innova Ideas & Services. Media sponsors have also been secured for the weekly event and include: KASI, KCCQ, AmesNewsOnline.com, Ames Bulletin Board, The Ames Tribune and The Sun.

Without a doubt, the most significant portion of the market's budget is designated for promotions. Organizers and supporters agree the market will certainly succeed with excellent marketing behind it in order to alert Story County and surrounding area residents to the weekly event which is a dynamic mix of practicality and entertainment as well as a tradition in the making.

MSCD Executive Director Tom

Top Ten Reasons: Valentine's Day

Why you should celebrate Valentine's Day Downtown Ames.

1. Flowers from the oldest flower shop in Ames
2. Chocolate, chocolate, chocolate
3. Jewelry in all price ranges
4. A new piece of art for the house
5. A new shirt, sweater or pair of boots
6. ISU merchandise
7. Massages & facials
8. Yoga or art classes
9. Romantic restaurants
10. One-of-a-kind gifts

Drenthe is very excited about the tremendous potential the market has for this summer and for years to come.

"These efforts are really in response to years of requests from Ames-area residents who know Ames is the kind of town that should have a diverse, abundant and really fun farmers' market."

Growers/vendors and entertainers can request more information by visiting www.AmesMainStreetFarmersMarket.com.

About Us:

The Main Street Cultural District was established on Jan. 1, 2004. Its mission is to advance and promote downtown as the destination district in the heart of the Ames community. To keep updated on MSCD happenings, become a fan of the Main Street Cultural District on Facebook, bookmark MainStreetCulturalDistrict.com and contact our office at 233.3472. MSCD is an affiliate organization of the Ames Chamber of Commerce.

MAIN STREET CULTURAL DISTRICT

2012 Calendar of district events

There's always something going on in downtown Ames. Here's a sneak peek at 2012 to mark your calendars. For more details on these events and individual business events, please visit www.MainStreetCulturalDistrict.com and become a fan on Facebook.

Easter Egg Scavenger Hunt, March 24 to April 7: For three weeks leading up to Easter, downtown patrons will have the opportunity to hunt for a hidden egg inside more than 30 shops. All who find at least 10 eggs will be entered to win one of over 30 prizes; those who find all the eggs will be entered to win the grand prize.

Ames Main Street Farmers' Market — Saturdays, May 5 through Oct. 27: From 8 a.m. to noon, Saturdays, May through Oct., vendors will be selling fresh produce, meats, eggs, baked goods, craft items, and much more. Located on the 400 block of Main Street and Tom Evans Plaza, the Young Professionals of Ames will again host the Kids Zone. Come on down to the newest tradition in Ames.

Tune In to Main Street, Thursdays, June through July: Live music and family activities bring young and old alike to Tom Evans Plaza in the heart of downtown on Thursday nights throughout the summer. Many shops are open until 8 p.m. for evening shopping, some with special events.

ArtWalk, June 1: In June, a myriad of artists demonstrate their talents and display their



products at 40 businesses in a districtwide evening for the arts.

Fourth of July Parade and Festival, July 4: Main Street is the place to be on July 4 with the annual parade that draws thousands downtown. The City Council's Pancake Breakfast, the Bill Riley Talent Search and the Fourth of July Festival round out the day's events with fun for the whole family.

Summer Sidewalk Sales, July 26 to 28: It's the biggest sale of the summer. Shops will have many products outside



CHAMBER OF COMMERCE PHOTOS

for terrific prices. Shoes, clothing, jewelry, kitchen and home accessories will be some of the best discounts.

MusicWalk, Sept. 13: In September, more than 30 businesses will host musicians of all types in their stores and outside on the street during an entertaining, Districtwide evening for all.

Snow Magic on Main, Nov. 16 to Dec. 1: Featuring live music, celebrity gingerbread house building contest, the Fes-

tival of Trees, and, of course, a hearty greeting from Santa Claus himself, the Snow Magic on Main Kickoff is always a hit. The holiday season will be celebrated downtown in style with horse-drawn wagon rides, business open houses and many individual business events. Back for a fourth year, the Snow Ball Drop will again be the place to come to catch some of the 1,000 ping pong balls launched over Tom Evans Plaza to the crowds below with discounts and bargains on each ball.

Volunteer Opportunities

The Main Street Cultural District is seeking volunteers to help run and plan events in 2012. MSCD is looking for volunteers to help plan the Fourth of July Parade and Festival, Ames Main Street Farmers' Market, and other events. For more information, please contact Tom at director@mainstreetculturaldistrict.com.