



November 2009 Chamber Update

Get out and vote!

IT'S IMPORTANT TO AMES
IT'S IMPORTANT TO ME



**WILL
VOTE**

AMES CITY ELECTIONS
NOVEMBER 3, 2009

If you have never done any of the following in Ames, please do NOT vote on Tuesday, Nov. 3:

- Shopped on Main Street, South Duff, North Grand or Campustown.
- Received a paycheck from an Ames-located company.
- Ridden your bike on any path.
- Attended the Fourth of July parade.
- Had a beer at any bar or restaurant.
- Taken Fido to the Dog Park.
- Participated in any sports league through Parks and Recreation.
- Deposited coins in a parking meter.
- Received a utilities bill for electric or water service.
- Escorted your children trick-or-treating.
- Bought groceries.
- Seen sculptures on Main Street.
- Swim in a public pool.
- Received treatment at Mary Greeley Medical Center.
- Listened to an outdoor concert.
- Paid property or sales taxes.
- Had an opinion about local development.

What else is on the ballot?

In addition to the candidates running on this November's ballot, there are two questions that require your attention as well:

- "Shall the Board of Trustees of the Ames Public Library be composed of nine members appointed by the Mayor and approved by the City Council for terms of three years beginning on July 1 of the year of appointment, each member being eligible for two full consecutive terms?" (yes or no)
- "Shall the Board of Trustees of the Ames Public Library have the powers and duties to employ a librarian and authorize the librarian to employ such assistants and employees as may be necessary for the proper management of the library, and fix their compensation; to remove such librarian by a vote of two-thirds (2/3) of such misdemeanor, incompetency or inattention to the duties of such employment; and to select, or authorize the library to select, and make purchases of library materials for the collection, furniture, fixtures, stationery and supplies for such library?" (yes or no)

- Thought there are too many or not enough apartment buildings.
- Lived on a street that was snow-plowed.
- Needed police or fire service.
- Thrown away any garbage
- Been to Ada Hayden Heritage Lake.
- Been connected via any Ames free Wi-Fi spots.
- Walked on a sidewalk.
- Tailgated.

However, if you have done even just one of the things listed above, it is imperative that you vote on Tuesday, Nov. 3. It's election time again, and there is no excuse not to get out to the polls. In Ames, polls will be open from 7 a.m. to 8 p.m., and casting your vote will only take a few minutes of your time.

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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.



2009 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Cozette Hadley Rosburg, Chair
Becker Underwood

**Maureen Dockstader, Chair-elect/
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First American Bank

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.

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For a complete list of polling sites, go to www.storycounty.com, or to find your specific location, enter your address at <http://bit.ly/2IB272>.

No matter where you live in Ames, everyone has at least five positions to vote for: mayor, at-large candidate, two four-year hospital board trustees, and a two-year hospital board trustee. Also up for election are council positions for Ward 1 and Ward 3. There are also two ballot questions regarding the Ames Public Library to vote for or against.

Not registered to vote yet? Same-day voter registration is now available

for all elections and takes only minutes. Go to your designated polling place for your current address and bring proper identification to prove who you are and where you live. The best form of ID is a valid Iowa driver's license with your current address. If your license does not have your current address, you may provide a residential lease, utility bill, bank statement, paycheck, cell phone bill or other government document with your name and current address.

If you care about the community where you live, work and thrive, then we're eager to see you at the polls on Tuesday, Nov. 3.

Learn about the candidates before going to the polls!

Find out how all the Ames City Council candidates responded to questions posed by the Ames Chamber on our Web site at www.ameschamber.com under the "Government Relations" section, or go directly to their answers at <http://bit.ly/3SL0p5>.

AMES VOTING LOCATIONS

(W=Ward, P=Precinct)

AMES W1P1
State Forest Nursery, 2404 South Duff Ave.

AMES W1P2
Human Services Center, 126 South Kellogg Ave.

AMES W1P3
Ames Public Library, Auditorium, 515 Douglas Ave.

AMES W1P4
St Paul Lutheran Church, 610 15th St.

AMES W1P5
Heartland Baptist Church, 3504 Grand Ave.

AMES W2P1
Bethesda Lutheran Church, 1517 Northwestern Ave.

AMES W2P2
Frederiksen Court, Hawthorn Cafe, ISU Campus.

AMES W2P3
Saint Cecilia Catholic Church, 2900 Hoover Ave.

AMES W2P4
Stonebrook Community Church, 3611 Eisenhower Ave.

AMES W2P5
Somerset Clubhouse, 2400 Aspen Road.

AMES W3P1
Willow Creek Church of the Open Bible, 1114 South Dakota Ave.

AMES W3P2
Memorial Lutheran Church, 2228 Lincoln Way.

AMES W3P3
Collegiate United Methodist Church, 2622 Lincoln Way.

AMES W3P4
Actors Building, 120 Abraham Drive.

AMES W3P5
Washington Township 2 University Baptist Church, 2400 Mortensen Parkway.

Note: A small number of Washington Township residents are assigned to this precinct; these are voters who reside on Worle Lane in Washington Township and residents of 2212 Oakwood Road. For school elections, these voters are assigned to Ames 1-1.

AMES W4P1
St Andrews Lutheran Church, 209 Colorado Ave.

AMES W4P2
Trinity Christian Reformed Church, 3626 Ontario St.

AMES W4P3
Collegiate Presbyterian Church, 159 North Sheldon Ave.

AMES W4P4
Maple Hall, Conference Room M01B, ISU Campus.

Note: This is a temporary location through the end of 2009; Maple-Willow-Larch Commons is under construction.

AMES W4P5
Union Drive Community Center, Room 136, ISU Commons.

MEETINGS, FORUMS AND SEMINARS

Speed Networking

4 to 6 p.m. Tuesday, Nov. 10, Flame and Skewer, North Grand Mall, 2801 Grand Ave.

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 will be responsible for his/her own ticket). This is a dynamic, fun and great membership benefit. Speed Networking is limited to the first 20 Chamber members who register (limit two per business). The event will be from 4 to 6 p.m. Tuesday, Nov. 10, at the Flame and Skewer restaurant located in North Grand Mall. Register today at www.ameschamber.com or by contacting Cindy at (515) 232-2310.

Professional Development Series “World-Class Communication”

“Communication 2.0: Effective Internet Marketing” 11:30 a.m. to 1 p.m., Tuesday, Nov. 10, Mary Greeley Medical Center, North Addition AB

Internet marketing is full of buzz words: blogs, social networking, e-mail marketing. This session will break through the jargon and discuss simple Internet strategies you can

use to produce tangible results. Topics will include local search, adwords, blogging and search engine optimization. Presented by Tim Hackbarth, of eDash Marketing.

Registration is \$15 for Chamber members and \$25 for non-members and includes lunch. Register for this event on our Web site at www.ameschamber.com or call Crystal at (515) 232-2310. Please register no later than Friday, Nov. 6.

Business Improvement Forum

“Rock Solid Leadership: Becoming a Leader That Others Want to Follow” 7:30 a.m., Thursday, Nov. 19, Somerset Clubhouse 1, 2400 Aspen Road
Food and beverage sponsor: Starbucks Coffee

Employees of Ames Chamber member businesses are invited to attend the next Business Improvement Forum on “Rock Solid Leadership: Becoming a Leader That Others Want to Follow.” This will be the conclusion to our 2009 series “Unleashing Potential,” presented by ATW Training and Consulting. Please register by Wednesday, Nov. 18, through our Web site at www.ameschamber.com or calling Crystal at 232-2310. Continental breakfast is provided.

Business at Breakfast

7:30 a.m. Thursday, Nov. 19
Co-sponsored by Alpha

Copies and Planet Sub, 2320 Lincoln Way

Join us on Nov. 19 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 on Wednesday, Nov. 18, to attend. You can register through our web site at www.ameschamber.com or by calling 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 After Hours Sponsorship opportunities

Reserve your spot!
Show off your business to a crowd of fellow Chamber members (usually 150 to 250) when you host a Business After Hours event. This is one of our most popular events, reaching both new and veteran members alike. There are a number of reasons to sponsor or co-sponsor a BAH, and the exposure you’ll receive will be a valuable investment of your advertising, communications and community investment dollars. Sponsoring BAH requires a fee of \$400. Of that cost, at

least \$200 is required as a deposit when the reservation is made.

Some benefits and helpful tips to keep in mind when considering a Business After Hours sponsorship:

- We strongly encourage partnering with other Chamber member organizations to host the BAH. Co-sponsorships drive up attendance numbers and help defray costs.
- The Ames Chamber will promote your BAH event through the monthly newsletter, weekly e-mail updates and Monday morning radio updates on 1430 KASI-AM. You may submit your own advertisement design for the Chamber Update Newsletter, or Chamber staff can design it for you.
- Chamber staff will pro-

vide nametags and volunteers to work at the nametag table when people arrive, and will also facilitate any separate contest or drawing you’d like to include as part of your event.

• Any Chamber member may reserve BAH spots in future years as well. However, no member can be the sole or “hosting” sponsor (having the event at their location) more than twice in an 18-month period

All food and beverages at the event is free to Chamber member attendees, and must be provided or catered by Chamber member businesses/organizations.

Contact Cindy at the Chamber (515- 232-2310) to check on availability or to make your reservation.

- TACKLE YOUR GOALS FASTER!
- ALIGN YOUR VISION FASTER!
- DEFINE YOUR OBJECTIVE FASTER!
- MOVE TOWARDS YOUR END RESULT & GET THINGS ACCOMPLISHED FASTER!



A PASSION FOR RESULTS: DEVELOPING STRATEGIES TO GET WHAT YOU WANT IN 2010!

BUSINESS IMPROVEMENT SEMINAR
 THURSDAY, DECEMBER 10
 8:30AM-12PM
 HILTON GARDEN INN, 1325 DICKINSON AVE.

Join us for this fast-paced seminar where we will explore what it takes to **STRATEGICALLY ACCELERATE** your ideas and your success.

\$65 for members or \$95 for non-members
 Register TODAY at www.ameschamber.com or call Crystal at 232-2310.

Presented by ATW Training and Consulting & Ames Chamber of Commerce as part of the 2009 Business Improvement Forum Series & Seminars “Unleashing Potential”

RIBBON CUTTINGS



CHAMBER OF COMMERCE PHOTO

Car-X Auto Service was happy to welcome its new manager, John Blanche, to the Ames community with a ribbon cutting on Sept. 24. It is a full automotive service center, working on domestic, imports, light truck and SUV's. John brings more than 30 years of automotive repair experience to this location. Stop by 429 S. Duff Ave. or call (515) 232-5666 for your appointment. www.carxdesmoines.com



CHAMBER OF COMMERCE PHOTO

Thrivent Financial for Lutherans-Heartland Associates held a ribbon cutting on Sept. 21 to celebrate 23 years in Ames and the addition of new staff. It is a faith-based, not-for-profit financial services organization. Its team of financial associates and consultants has a combined 34 years of service. It specializes in analyzing your current situation and developing an in-depth financial program. Stop by and see Duane Faas at 315 Sixth St., Suite 100, or call (515) 292-2077 for an appointment.

The Arc of Story County recently moved its offices to 130 S. Sheldon Ave., Suite 302, and celebrated with a ribbon cutting on Sept. 29. The Arc strives to enrich the lives of persons with intellectual and developmental disabilities as they learn, work, play and grow within the community. The Arc has played an integral role in disability advocacy since 1953. Call Executive Director Jay Lettow at (515) 232-9330 for more information.

CHAMBER OF COMMERCE PHOTO



RIBBON CUTTINGS



CHAMBER OF COMMERCE PHOTO

McFarland Clinic North Ames Office had a groundbreaking Oct. 9. This office will include a family medicine practice, physical therapy, laboratory and radiology services. This is the fourth location for McFarland physical therapy in Ames. Completion is anticipated for September 2010. Contact Shelley Goecke at (515) 239-4403 or visit www.mcfarlandclinic.com.



CHAMBER OF COMMERCE PHOTO

ACE Community Credit Union celebrated International Credit Union Day on Oct. 15 with a ribbon cutting and a member appreciation day. It also recently remodeled its lobby after 19 year of business and wanted to show it off to the public. Current membership includes persons who live, work, worship or attend school in Story and the contiguous counties. It started in 1930 and has more than 4,500 members. Call 233-1526 or visit www.aceccu.com for more information.



Executive Express had a ribbon cutting on Oct. 13 to introduce its new scheduled airport shuttle service to the Des Moines International Airport. Executive Express will serve Ames and ISU, Boone, Nevada, Story City and 20 other communities throughout the Interstate 35 corridor to Clear Lake. Private charters are also offered. Call Jeff Ratcliff at 888-522-9899 or go to the Web site at www.executiveexpress.biz for schedules and rates.

CHAMBER OF COMMERCE PHOTO

RIBBON CUTTINGS



CHAMBER OF COMMERCE PHOTO

Quilting Connection, located at 238 Main St., recently celebrated a new management change with a ribbon cutting on Oct. 14. New owner Kelly Irwin has worked in the shop for 10 years and appreciates celebrating this milestone with customers and employees. Call (515) 233-3048 to congratulate Kelly, or visit the Web site at www.iaquilts.com.



CHAMBER OF COMMERCE PHOTO

KidzZone, located at North Grand Mall, opened for business with a ribbon cutting on Sept. 23. This new entertainment area, sponsored by Mary Greeley Medical Center, is designed to entertain and educate children. A special "ribbon" was designed to involve the participants from the beginning. Be sure to stop by 2801 Grand Ave. and see what this new area has to offer.



UPCOMING RIBBON CUTTINGS:

- 11 a.m., Nov. 5 | **Heartland Senior Services** | 205 South Walnut Ave.
- 11 a.m., Nov. 6 | **Coe's Floral and Gifts** | 2619 Northridge Parkway
- 11 a.m., Nov. 10 | **Mid-Iowa Satellite** | 1614 South Kellogg Ave.
- 11 a.m., Nov. 12 | **Melissa Stenstrom Fine Jewelry** | 507 Main St., Suite 1

If you have a new business, relocation, expansion or business anniversary, let the Chamber celebrate with you!
Contact Cindy Doolittle at (515) 232-2310 to schedule a ribbon cutting of your own.

COMMERCE AMBASSADORS

Roxanne Aden, The Tribune
Kim Behrendt, Wells Fargo Bank
Darryl Bennett, Championship Productions
Steve Bock, RE/MAX
Andy 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, 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
Shelly Miller, Sam's Club
Angela Moore, Ames Convention & Visitors Bureau
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
Claudia Shebetka, Woodruff Design/Construction
Michael Sills, OnMedia Precision TV Advertising
Kristine Snyder, Gateway Hotel & Conference Center
Terry Stark, Chocolaterie Stam
Adam Steil, F&M Bank
Austin Woodin, Edward Jones Investments

CHAMBER Gold MEMBERS

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

**Chocolaterie Stam
Fred Winkler and Sons Inc.
Hawkeye Renewable
Hetzler & Rhodes Concrete
Construction Inc.
Iowa State University Book
Store
Mid-Iowa Satellite LLC**

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

Aaron's Inc. offers lease ownership and specialty retailing of office furniture, consumer electronics, home appliances and electronics. They promise your total satisfaction by providing the highest level of service, a large selection of name brand products and the guaranteed low price. Call manager, Kyle, at (515) 233-3185 for more information. www.shopaarons.com.

Celebrations Party and Wedding Store has a big inventory of party supplies including tableware and decorations for birthdays, theme parties, baby and bridal showers, anniversaries and bachelorette parties. Along with their large selection of wedding accessories, Celebrations also offers a rental department and an experienced staff that can set up and decorate special events anywhere in central Iowa. Stop by their location at 546 Main St. in the Depot, or call Stephanie at (515) 268-9333. www.celebrationsames.com.

Code Red LLC is a direct distributor for Heartsine, Philips, Cardiac Science and Medtronic AEDs, as well as LIFE corporation O2 supplies and various first aid supplies. Code Red offers service from the initial sale of an AED to its placement, training, maintenance, follow-up training, post-event documentation review as well as meeting with staff to discuss any event. They also teach CPR and First Aid for people of all ages culminating in a two-year certification from the American Heart Association. They provide on-site training to businesses and groups and will tailor a program to meet your needs. Contact Safety Consultants Jacob Handsaker by phone at (515) 460-6294 or e-mail at jacob@coderedcpr.com, or Janine Doolittle Lamb at (515) 290-1461 or janine@coderedcpr.com.

Executive Express provides scheduled

and non-scheduled airport shuttle service to the Des Moines International Airport. Ames is the Iowa Branch location. They offer local and inter-city courier and delivery service, event charter transportation, personal errand services, as well as airfreight forwarding and retrieval. The airport shuttle service area includes about 40 cities throughout central and western Minnesota, and now more than 25 cities in central Iowa. Call 1-888-522-9899 for rates and schedules. www.executiveexpress.biz

Fighting Burrito is where you will find home-style, homemade burritos and free delivery. Along with burritos, tacos, salads and quesadillas, they feature homemade salsa and desserts. Their hours are 11 to 3 a.m. Sunday to Thursday, and 11 to 4 a.m. Friday and Saturday. Visit them on Facebook and Flickr. Call Larry at (515) 292-2222 or order online at www.eatfightingburrito.com and watch your order being made on their view cam.

Mid America KVAR has a patented apparatus for optimizing the power you consume. The KVAR KEC unit helps to reduce your electrical consumption. Let them help you reduce your carbon footprint and reduce the greenhouse effect. Call Judy Kinsinger with your questions toll free at 877-883-5827. www.midamericakvar.com.

Stable Ground LLC offers equine assisted events for individuals, families, groups, businesses and corporations. The vision for Stable Ground LLC is to provide participants with equine (horse) assisted activities that encourage growth toward personal enrichment and life success. Participants are able to problem-solve in a fun, challenging and rewarding way while getting to be with a horse. Please contact Tanya at (515) 230-4020. www.stablegroundevents.com.

Are YOU a member of the Chamber of Commerce?

Make new connections, market 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).

You may apply for membership directly at www.ameschamber.com or contact Membership Director Cindy at 232-2310 or cindy@ameschamber.com.

November calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 4:30 p.m.: R/C Story Co. Community Foundation ELECTION DAY polls open 7 a.m. to 8 p.m.	4 9 a.m.: ACC Board Leadership Seminar Noon: Education Connections (C)	5 7:30 a.m.: Bus. Improv. Council (C) 11 a.m.: R/C Heartland Senior Services	6 11a.m.: R/C (Coe's) Noon: Government Affairs Committee (C)	7 <i>ISU vs Oklahoma St</i>
8	9	10 11:30 a.m.: Prof. Dev. Lunch (MGMC) 4 p.m.: Speed Network (Flame & Skewer) 11 a.m.: R/C Mid-Iowa Satellite	11 Noon: Membership Committee (C) <i>Veteran's Day</i>	12 11 a.m.: Melissa Stenstrom Fine Jewelry (R/C)	13	14 <i>ISU vs Colorado</i>
15	16	17	18 8 a.m.: Leadership Ames 11:30 a.m.: AEDC Exec (C)	19 7:30 a.m.: Business Improve (Somerset) 7:30 a.m.: Business at Breakfast (Planet Sub) 5 p.m.: BAH (Reiman)	20 7 a.m.: AEDC Board (ISU Fndn) 6 p.m.: MSCD "Snow Magic"	21 1 p.m.: MSCD "Snow Magic"
22 1 p.m.: MSCD "Snow Magic"	23	24	25	26 <i>Thanksgiving Chamber closed</i>	27 <i>Chamber closed</i>	28
29	30					

ACC: Ames Chamber of Commerce | AEDC: Ames Economic Development Commission | BAH: Business After Hours | C: Chamber office | R/C: Ribbon cutting | YPA: Young Professionals of Ames

Fall into great Chamber networking, free food and drinks at
Business After Hours hosted by:

LWBJ
FINANCIAL

REIMAN
GARDENS
IOWA STATE UNIVERSITY

Thursday, November 19, 2009
 5:00 p.m. - 7:00 p.m.
 Reiman Gardens
 1407 University Blvd
 Ames, IA 50011

Bring a guest and plenty of business cards to hand out!

■ AEDC

Commission to host an IT recruitment seminar in November

Ames Economic Development Commission, along with the ISU Research Park, is responding to a request made from the Ames business community for IT recruitment resources. This response will be in the form of an educational seminar, which will be in November and will address how to attract IT professionals both at an entry level and an experienced level using online tools, career fairs and links to higher education resources.

Watch for more details on this event as well as an IT Career event to be held in January 2010 at www.amesedc.com and www.ameschamber.com.



■ EDUCATION CONNECTIONS

Committee explores Youth Leadership Program

The Ames Chamber Education Connections Committee has formed a task force to plan and develop a Youth Leadership Ames program. Hoping to follow in the footsteps of the Chamber's successful Leadership Ames program, already in its 23rd year, the Youth Leadership Ames program would be designed to develop the community leadership potential of area high school students in the Chamber member school districts. Youth Leadership Ames would seek to provide area youth with a unique opportunity to interact with community leaders and institutions, explore educational and career options and broaden their perspective on community issues.

The Education Connections Com-

mittee is pleased to partner with Young Professionals of Ames on developing and implementing this new initiative. Shelly Greving, YPA board member and Leadership Ames alum, sits on the task force and provides valuable input from the perspective of a young professional. YPA will also be a key funder of this program.

The task force is comprised of members representing Education Connections, Young Professionals of Ames, Leadership Ames Alumni, the Ames business community, administration, guidance counselors, and students from Ames and Gilbert Schools. Look for more exciting information about Youth Leadership Ames in the months to come.

About 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. The Ames Chamber of Commerce facilitates the Education Connections Committee to strengthen the relationships between area businesses and local school districts and to help address local diversity issues and workforce concerns. The Education Connections Committee meets at noon on the first Wednesday of the month. Meetings are at the Chamber office. For more information, please e-mail Crystal at crystal@ameschamber.com, or Megan at megan@ameschamber.com, or call the Chamber office at (515) 232-2310.

Partnering in Education

Ames High teacher DeAnna Tibben recently sent the Education Connections Committee a note about her Salute to Educators experience. In her letter, she wrote, "Thank you very much for the wonderful luncheon you and the Chamber provided educators on Aug. 18 ... I appreciate the support the Chamber provides to the Ames school K-12. As stated in your flyer, 'by working together,' we can ensure success for all students."

The Ames Chamber is working hard to form partnerships between Chamber members businesses and local schools to provide additional resources and volunteers to the classroom. The Chamber itself is partnering with the Ames High School Business Class and DECA program and has already sponsored a class event trip making it possible for the students to attend an all-day seminar in Des Moines.

If your business or classroom is interested in learning more about becoming a Partner in Education, contact Crystal or Megan at (515) 232-2310.



■ MAIN STREET CULTURAL DISTRICT

Recounting the year in the District

What a year it has been in the center of Ames! Or maybe you call it Main Street Cultural District? Sometimes the name gets confused with “downtown” or “Old Town” or even just “the place north of Lincoln Way.” Whatever you call it, it is a happening place these days. Where else can you find within easy walking distance — five jewelry stores, three grocery stores, four shoe stores, three retail musical stores, two book stores, two chocolate stores, two coffee shops, seven financial institutions, three women’s clothiers and 13 barber or beauty salons? Not to mention the city library, City Hall, police station and post office! As one business representative said, “Only on Main Street can you dine with friends, try on the latest fashion, decorate your home and even learn to play the guitar all within blocks of each other!”

The year started off with Ames being accepted into the Iowa Department of Economic Development’s Main Street Iowa program, an honor only 47 other communities in Iowa share.

Throughout the year, the District had successful promotions in Tune Into Main Street, Art Walk and MusicWalk, the July 4 Festival, and Sidewalk Sales. In the summer months especially, there are always fun activities in the District for Ames residents and visitors alike.

In August, the 23rd Annual Iowa Downtown Summit, sponsored by the Iowa Department of Economic Development and the Federal Home Loan Bank of Des Moines, offered practical information, ideas and solutions for preservation-based downtown revitalization relevant to rural, mid-sized and urban communities. Hundreds of professionals and Main Street representa-

tives from all over the state converged in the District to take part in this yearly event packed with practical information to keep Iowa’s downtown areas alive and thriving.

The Main Street Cultural District has also been very involved in the potential Ames Public Library Expansion Project. There have been public meetings devoted to parking strategies depending on its direction.

In September, Ames had three architects in town to work with eight different property and business owners to review their front facades. The requests were as varied as second-story design for residential use to rethinking the historical significance of a 1950’s store front. In the end, each property was given one to three different renditions of what they had expressed as their most important wishes. Main Street is under the National Trust for Historic Preservation.

And all this has occurred before we enter our really busy season! With the holidays right around the corner, this is the time when the Main Street Cultural District truly shines. Be sure to check out the details of our annual “Snow Magic” festival Nov. 20 to 22, and, as always, when making your holiday gift purchases, remember to Shop Ames to Grow Ames!

As if that weren’t enough, 2010 marks the 100th anniversary of the year the city changed the name from Onondaga Street to Main Street! Be sure to check MainStreetCulturalDistrict.com and the Ames Business Monthly for more information coming up in the downtown district!

— *Tim Coble*
Main Street Cultural District
Board President
Co-owner, Temptations on Main



Main Street businesses consulted with architects on new facade possibilities. Temptations on Main is shown here with a rendition of a possible new facade. The current facade is shown at top, and the new facade at bottom.

■ MAIN STREET CULTURAL DISTRICT

The District invites you to ‘Snow Magic’

The holiday season in Ames starts with a little magic on Main Street. This holiday season, the Ames community is invited to join the Main Street Cultural District in celebrating Snow Magic. The weekend event will have something for people of all ages and serves as a great way to get into a festive spirit.

Beginning at 6 p.m. Friday, Nov. 20, stop by the district to join in the festivities, including the Iowa Brass Quintet, the opening of Santa’s Village and the ceremonial lighting of the tree. Snow Magic attendees can enjoy horse and buggy rides, riding the children’s train, getting their faces painted, decorating cookies, visiting downtown businesses for their open houses and, of course, putting in their requests to Santa himself throughout the evening until 8 p.m.

Another highlight of this year’s event will be horse and buggy rides and carolers on Sunday afternoon. Businesses will also have open houses Sunday. There will also be special promotional events throughout the month until Christmas, so stay tuned.

District Director Jayne McGuire is eager to introduce some new events this year. “We have some great ideas for new events to include in our Snow Magic event this year,” McGuire said.

The District is a proud recipient of a tree donated by Strautman Tree Farm, which will be the official holiday tree and a centerpiece for the District’s Snow Magic event.

For more information on any of the weekend activities, visit the district’s Web site at MainStreetCulturalDistrict.com.

This event is sponsored in part by the 2009 Ames Community



CHAMBER OF COMMERCE PHOTOS

Above: No holiday celebration would be complete without a visit to Santa Claus!

Right: The whole District gets in the holiday mood, decorating Main Street for Snow Magic and the festivities of the season.

Grant award. For more information, contact Jennifer Schill, events planner, by e-mail at Events@MainStreetCulturalDistrict.com, or by phone at (515) 233-3472.

The Main Street Cultural District was established on January 1, 2004; its mission is to advance and promote downtown as the destination district in the heart of our community. MSCD is an affiliate organization of the Ames Chamber of Commerce.



Schedule of events

Friday, Nov. 20
6 to 8 p.m.

- Santa’s Village opens on Burnett Avenue
- Iowa Brass Quintet
- Festival of Trees, Octagon Center for the Arts

6:30 p.m.

- Tree lighting ceremony
- Iowa Brass Quintet

6:45 to 8 p.m.

- Talk to Santa (in Santa’s Village)
- Iowa Brass Quintet
- Horse and buggy rides
- Face painting
- Train rides
- Cookie decorating
- Business open houses
- Businesses open until 8 p.m.

Saturday, Nov. 21

1 to 5 p.m.

- Festival of Trees, Octagon Center for the Arts

11 to 2 p.m.

- Talk to Santa, Wells Fargo

Noon to 2 p.m.

- Story time, Wells Fargo

1 to 4 p.m.

- Art Walk

Sunday, Nov. 22

1 to 5 p.m.

- Festival of Trees, Octagon Center for the Arts
- Business open houses

Note: The Festival of Trees at the Octagon Center for the Arts will also be on display Friday and Saturday, Nov. 28 and 29.

■ YOUNG PROFESSIONALS OF AMES

Lunch & Learn: Starting your own business?

Learn how from Ames business owner, Dan Brabec, Coe's Floral and Gifts, 11:30 a.m., Wednesday, Nov. 11, Café Shi

Have you ever wondered what it might be like to start your own business? Would you like to know more about the process of writing a business plan, getting financing and branding/marketing your product? Or maybe you're just curious about some of the challenges small business owners face and how they operate in this sort of economy. Join us for this exciting and educational Lunch & Learn presented by local Ames business owner and former YPA member, Dan Brabec.

From David City, Neb., Dan graduated from Iowa State University with a degree in horticulture and hotel/restaurant management.

Dan has worked in several different professions that led him to open his own business, including an interior landscape design business (putting palm trees and Christmas trees in the homes of celebrities such as Warren Buffett) and as an employee at Walt Disney World (working in the departments of entertainment and horticulture).

Dan has been a floral designer for more than 18 years and purchased his first business while still in college. Dan owns Coe's Floral and Gifts in Ames, and Weeds and Twigs, a home decor and gift store in Ankeny.

Networking and lunch begin at 11:30 a.m. with the workshop beginning promptly at noon. Catering will be provided by Café Shi. Lunch is free to all YPA members and \$10 for nonmembers. Registration is limited to the first 40 attendees, so register today!

Do I really need a will? The answer is yes.

Who knew this topic could bring in such a crowd! Typically capped at 40 people per Lunch & Learn, the YPA Leadership & Professional Development committee increased the cap for this Lunch & Learn to 55 people as the demand to attend was so high. Tim Gartin, partner in the Ames firm of Hastings & Gartin LLP, spoke passionately to this large group on Oct. 13 about the importance of preparing a living will and securing a power of attorney. Response to this Lunch & Learn was well received as Sara Clausen, YPA guest and soon-to-be-two-time-mother, exclaimed that her \$10 to attend was the most valuable investment she had made recently. The group left with a red "emergency folder" containing items to begin the process of creating a will.



CHAMBER OF COMMERCE PHOTO

YPA's monthly Friday After Work social drew more than 20 YPA members and guests to GeAngelo's on Oct. 9.

Friday After Work

5 to 7 p.m. Nov. 13, Old Chicago

Head over to Old Chicago on Friday, Nov. 13, to network and socialize with your fellow young professionals. Appetizers will be provided. Members and nonmembers welcome.

■ YPA GOLF OUTING



CHAMBER OF COMMERCE PHOTOS

Top: YPA Golf Outing winners Dan Nutini, Mike Dolan, Joe Nutini and Paul Livingston took their shots seriously out on the green.

Above right: Ames Chamber staff members Crystal Davis and Eve Doi share the "rules" of their hole with Jack Fahler, Stacy Dreyer, Rich McCay-Read and Chris Nelson. Nelson opts for the putter; Dreyer stepped up to bat for her shot; McCay-Read took the challenge with a tennis racket; and Jack chose the safe route with his driver.

Below right: David Orth and Kurt Rutledge pause from their game at Chase Signs' Hole No. 7 to smile for the camera.



YPA 2008-09

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Administration Program
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Committee meetings

- **Leadership and Professional Development**, Ames Chamber, noon, Nov. 9.
- **Community Outreach & Partnerships**, Ames Chamber, noon, Nov. 10.
- **Membership & Social**, Ames Chamber, noon, Nov. 26.