



FEBRUARY 2015 Chamber Update

2015 ANNUAL EVENT

Get your “Ames” game on!

The Ames Chamber of Commerce and Economic Development Commission’s 2015 Annual Event is here!

Our biggest event of the year, the 2015 Annual Event, presented by Des Moines Area Community College, is here!

Thursday, January 29, 2015
5:00 – Reception
6:00pm - Dinner, followed by program
and entertainment
Gateway Hotel and Conference Center,
Ames

We are excited to showcase the past year’s accomplishments for the Ames Chamber and its affiliate organizations: Ames Economic Development Commission, Ames Seed Capital, LLC, Campustown Action Association, Main Street Cultural District and Young Professionals of Ames, and look forward into what is coming in 2015. A recap of the Annual Awards presentations held prior will be featured during the program. Entertainment is provided by The Big Show, featuring a fun, game show audience interactive experience!

*due to publishing deadlines, a full event recap and photos will be included in the March Ames Business Monthly Update.

For questions about our Annual Event, please call the Chamber office at 232-2310.

DMACC
DES MOINES AREA
COMMUNITY COLLEGE

Thank you to our Presenting Sponsor: Des Moines Area Community College



GAME
SHOW

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.



2015 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

PAM ELLIOTT CAIN, Chair, Board Comm. Liaison for Gov't. Affairs

Iowa State University

DAVID TUCKER, Vice Chair, Board Comm. Liaison for Comm. Develop.

Workiva

JOHN CRAWFORD, 2nd Vice Chair, Board Comm. Liaison for Membership

Alpha Copies Print Center

KIM BEHRENDT, Treasurer

Wells Fargo

KIM LINDUSKA, Immediate Past Chair

Des Moines Area Community College

DAN CULHANE, President / CEO

Ames Chamber & Economic Development Commission

BOARD MEMBERS

Bret Bartholomew, *Bartholomew Chiropractic*

Kim Behrendt, *Wells Fargo*

Lori Bosley, *North Grand Mall*

John Crawford, *Alpha Copies Print Center*

Brian Dieter, *Mary Greeley Medical Center*

Stacy Dreyer, *First National Bank*

Pam Elliott Cain, *Iowa State University*

John Haila, *Haila Architecture*

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Kim Iiams, *Bankers Trust*

Luke Jensen, *Real Estate Service Group, Inc.*

Casey Johnson, *Ames Ford Lincoln*

Carol Kisling, *1430 KASI/NOW 105.1*

Kim Linduska, *Des Moines Area Community College*

College

Terry Stark, *Chocolaterie Stam*

Jenni Talbott, *McFarland Clinic, PC*

Anne Taylor, *Dogtown U/A & R Marketing*

Dave Tucker, *Workiva*

The **Chamber Update** newsletter is published by the **Ames Chamber of Commerce**, 304 Main Street, Ames, IA, 50010; phone: (515) 232-2310; fax: (515) 233-3203; www.ameschamber.com.

2015 ANNUAL AWARDS

Congratulations Annual Award Winners!

Thanks to all who joined us for our new event, the Annual Awards Luncheon, held on January 21 and presented by Global Reach Internet Productions.



We would like to again congratulate the award winners who were recognized for their outstanding contributions to the Ames community in the past year:

ANNUAL AMES CHAMBER AWARDS:

Business Person of the Year: **Janice Alfred**, Alfred's Carpet & Decorating
 Entrepreneurs of the Year: **Gary & Karen Youngberg**, Ames Silversmithing
 Community Involvement Award: **Mike Phillips**, Greater Iowa Credit Union



AEDC ECONOMIC IMPACT AWARDS

are collectively presented to these Campustown Developers who are changing the skyline on Lincolnway:

Kingland Systems
The OPUS Group
Gilbane, Inc.
Randall Corporation



MAIN STREET CULTURAL DISTRICT VOLUNTEER OF THE YEAR:

Sonya Newstrom Stoltze, Stoltze and Stoltze Family Dentistry



CAMPUSTOWN ACTION ASSOCIATION VOLUNTEER OF THE YEAR:

Ryan Jeffrey, Arcadia Cafe



YOUNG PROFESSIONALS OF AMES 4 UNDER 40:

Nathan Buss, VisionBank
Lisa Frerichs, Krell Institute
Andrea Hammes-Dodge, Mary Greeley Medical Center
Melissa Mundt, City of Ames



Our award winners will be featured in a highlight video recap at the 2015 Annual Event, held on January 29. For more information about the 2015 Annual Event, please call the Chamber office at 232-2310.

*due to publishing deadlines, a full Annual Awards Luncheon recap and photos will be featured in the March Ames Business Monthly.

Chamber Annual Award Winner Visits



CONGRATULATIONS!

ANNUAL AMES CHAMBER AWARDS:

LEFT: Business Person of the Year: **Janice Alfred**
Alfred's Carpet & Decorating

TOP LEFT: Entrepreneurs of the Year: **Gary & Karen Youngberg**
Ames Silversmithing

ABOVE: Community Involvement Award: **Mike Phillips**
Greater Iowa Credit Union

GOVERNMENT RELATIONS

January Legislative Luncheon

Friday, January 30th
Renewable Energy
Group (416 S. Bell)
11:15am-1:00pm

The first Legislative Luncheon of the 2015 Legislative Session will be Friday, January 30th at Renewable Energy Group from 11:15am-1:00pm.

Attendees will hear from our State Legislators regarding the shaping and promotion of key pieces of legislation in the first three weeks of the Session, and have an opportunity to inquire about key policy issues for their organization as well as them personally.

The event is open to Chamber members and their guest. The cost of attendance is \$5.00 and includes lunch from West Towne Pub.

If you have any questions regarding the event, wish to attend, or would like to submit a question prior to the forum, please contact Drew Kamp at 515-817-6311 or drew@ames-chamber.com.

We hope you will be able to attend what promises to be an informative and exciting Luncheon!

Thanks to our Taking Leadership Sponsor: Converse Conditioned Air as well as our Legislative Lunch Season Sponsor: Harold Pike Construction



Engagement and Participation During 2015 Legislative Session

The 2015 State Legislative Session is now underway, and as business leaders and engaged citizens in the Ames and Story County community, it is important to remain informed throughout the Legislative Session. The Chamber is, and will continue to be, engaged and active during this Legislative Session, which began just over two weeks ago on Monday, January 12th. With an array of key policy issues currently being debated and needing to be addressed, the Ames Chamber

works diligently to ensure our member's interests are being heard throughout the entirety of the Session.

To learn more about the Ames Chamber's advocacy efforts, our 2015 Legislative Priorities, inquire about specific policies or the Session in general, or become involved with the Chamber's Government Affairs Committee, please contact Drew Kamp at drew@ameschamber.com or 515-817-6311. As a leading community and county in the State of Iowa, active participation and engagement are key

components to retaining our position amongst our peers throughout the State.

The Ames Chamber of Commerce thanks Harold Pike Construction for their continued support and generosity as sponsors of the 2015 Legislative Priorities Brochure. Thank you also to Converse Conditioned Air, our Taking Leadership Sponsor. Without the continued support of our sponsors, the Ames Chamber of Commerce would not be able to provide the great events and services we do today.

Save the
date: 2015
Day at the
Capitol



With the 2015 State Legislative Session now underway, please plan to attend the 2015 Ames Day at the Capitol on Tuesday, March 10th. With the popular draw of lunch from Hickory Park, attendees will have an excellent opportunity to directly engage legislators and officials from across the State. More information will be forthcoming regarding the schedule and specific plans for the day. Chamber members are welcomed and encouraged to participate and attend. If you have any questions or wish to participate, please contact Drew Kamp at drew@ames-chamber.com or 515-817-6311. With many critical policy issues to address, we hope you will be able to join us for what promises to be a great day on the hill.

February calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11 <i>Leadership Ames</i>	12 7:30 a.m.: Knowledge Bites (C)	13	14 <i>Valentine's Day</i>
15	16 <i>President's Day</i>	17	18	19	20	21
22	23	24	25	26 7:30 a.m.: Business at Breakfast (C)	27 11:30 a.m.: Legislative Luncheon	28

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

Ames Chamber and AEDC team



Dan Culhane,
President and CEO



Sarah Buss,
Director of Sponsorship and Membership Programs



Tiffany Coleman,
Director of Business Development and Marketing



Lauren Cook,
Director of Workforce Development



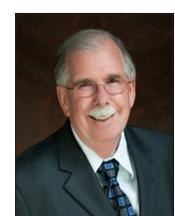
Crystal Davis,
Executive Vice President



Sarah DuBois,
Director, Membership Development



Lauren Frandsen,
Director of Communications and Marketing



Ron Hallenbeck,
Executive Vice President, Existing Business and Industry



Kim Hanna,
Campustown Action Association Executive Director



Amy Howard,
Vice President, Finance and Operations



Drew Kamp, Director of Story County Community Outreach and Government Relations



Lojean Petersen,
Ames Main Street Farmers' Market Manager



AmesTM
CHAMBER OF COMMERCE
& ECONOMIC DEVELOPMENT

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.

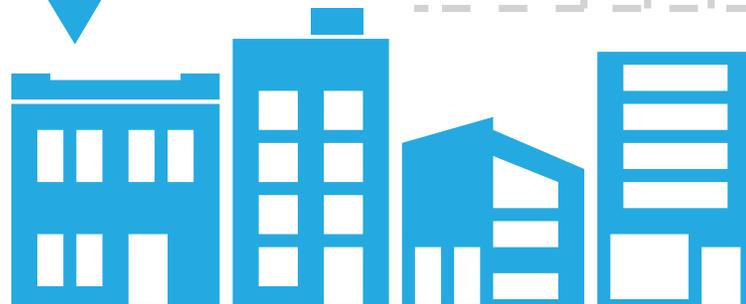
When you join, here are some of the many benefits you can take advantage of right away.

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

CHAMBER MEMBERSHIP

Making a Smart Choice

A National Survey* of 2,000 adults reveals that being an active member of a local Chamber of Commerce is an effective business strategy. Two-thirds of consumers believe that Chamber member businesses use good business practices, are reputable, care about their customers and are involved in the community.



If a company shows that it is highly involved in its local Chamber, consumers are 10% more likely to think that its **products stack up better against its competition**



Consumers are **80% more likely to patronize** a business that is a member of the local Chamber of Commerce



Local **reputation for a business increases 68%** when the consumer is aware the business is a Chamber member.



Consumer **awareness increases 73%** for a Chamber-member business over a non-Chamber business



When consumers know a business is a local Chamber member, there is a **49% increase in favorability** towards that business.

*The study was conducted by The Schapiro Group, an Atlanta-based strategic consulting firm, commissioned by the American Chamber of Commerce Executives, in cooperation with the Western Association of Chamber Executives.

In a separate study, the American Chamber of Commerce Executives commissioned Cortera, a



community-based commercial credit bureau, to produce a study on the businesses that make up 10 regional chambers of commerce. The results show **chamber members consistently pay their bills in a more timely manner** resulting in better credit scores (629 vs. 557) than U.S. businesses, as a whole.

What a Local Chamber Membership Shows Consumers



AMES CHAMBER OF COMMERCE AMBASSADORS

Kim Behrent, Wells Fargo

Steve Bock, RE/MAX Real Estate
Center

Nathan Buss, VisionBank

John Coder, VisionBank

Stacy Dreyer, First National Bank

Ryan Edington, Knap Tedesco
Insurance

Andrea Erickson, Dupont

Rudy Fors, U.S. Bank

Linda Gibbs, Greater Iowa Credit
Union

Joy Leister, Valley Bank

Sheila McFarland, Gateway Insurance
Services

Lauris Olson, Iowa News Online

David Orth, Spirited Giving

Mike Peckis, Sam's Club

Tom Randall, Tom Randall Real
Estate Team

Tim Rasmussen, Alfred's Carpet &
Decorating

Joe Reimers, Adams Funeral Home

Mary Beth Scott, The Ames Tribune

Ashley Terrell, Bickford Assisted
Living

Tim Tryon, First National Bank

Allyson Walter, Ames Convention
and Visitors Bureau

Jan Williams, Heartland Senior
Services

Welcome, new Ames Chamber members

American Country Home Store offers solid pine furniture made in the USA. Select from over 20 color combinations, featuring slipcovered sofas and chairs, wicker furniture, area rugs, prints, lamps, and bedding. They also offer outdoor patio furniture. To learn more about the offerings at this Main Street business contact Maggie at 515-232-7813.

Management Development International, Inc. is a business leaning and training company. They offer business simulations that deliver fun and serious learning that drives results. Seminars and other services are also offered. These provide in-depth instruction in finance, strategy, employee development or instructional design. For more information about all the offerings, contact Dan at dantopf@mdi-learning.com.

William Giddings – Individual Member



Smart Choice

WORKFORCE DEVELOPMENT

Talent Recruitment: College and High School Students to Join the Story County Workforce

One aspect of our expanding Workforce Development program is to recruit talent from the high school and university level. This winter/spring the Ames Economic Development Commission has a full schedule, visiting with students all across Iowa, including several Iowa State Career Fairs, the University of Northern Iowa Career Fair, and the University of Iowa Job and Internship Fair. As you are searching for interns and full-time employees, contact us to see if we have a student with the skill set you desire. We keep records of their resumes and our “first impression” notes. Let us assist you in your search for the perfect candidate.

We are also proud to work with Colo-NESCO Community School District to assist them with their Career and College Fair. Here students are encouraged to look at all types of jobs available in the area, including the highly sought after manufacturing jobs. With our participation and support of career fairs such as these we see a bright future for the workforce in Ames/Story County. If you have any questions or would like to get involved with these recruitment opportunities, contact Lauren Cook at laurenc@ameschamber.com, for more information.

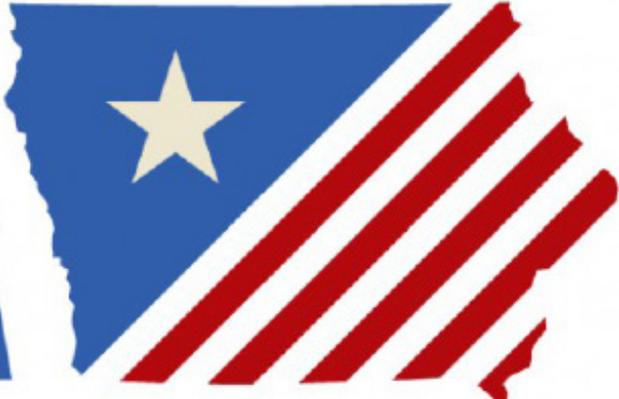


WORKFORCE DEVELOPMENT

Expand your workforce, become a Home Base Iowa Business

HOME BASE

IOWA



“Through their service, veterans have already proven they share the values we hold dear as Iowans – hard work, leadership, and patriotism, among others. Home Base Iowa allows veterans to find the right job for them in Iowa, and to become part of our communities.” - Terry Branstad, Governor of Iowa

By signing the Home Base Iowa Act in to law last year, Governor Branstad has recognized an opportunity to both honor Veterans as well as bridge Iowa’s skills gap. Home Base Iowa is a non-profit, public-private partnership to recruit Veterans and transitioning service members for private-sector careers in Iowa.

The Ames Chamber of Commerce and Economic Development Commission know that Ames and Story County businesses are in need of skilled workers. In an effort to address this issue, we are focused on Home Base Iowa as part

of our comprehensive Workforce Development Plan for Ames/Story County. Because Home Base Iowa Businesses are the critical centerpiece of Home Base Iowa, we are asking for your support. Therefore, we invite you to distinguish your business by becoming a Home Base Iowa Business. With your involvement we can increase employment in Story County, decrease Veterans’ unemployment, and recruit high quality, skilled individuals to our County.

The steps to become a Home Base Iowa Business are quite simple.

1.) The business pledges to hire a

specific number of veterans

2.) The business commits to posting their jobs on the Home Base Iowa website

3.) The business becomes a member of Skilled Iowa

Further information and forms can be found at www.homebaseiowa.org/hbi-businesses or by contacting Lauren Cook, laurenc@ameschamber.com. Please send your forms to the Chamber office, 304 Main Street, Ames, IA 50010; to the attention of Lauren Cook.

Thank you for your support to aid our initiative to bring the best to Ames/Story County!

Smart Choice: Work in Ames

The next time your business has a job or internship opening, take advantage of the Ames Economic Development Commission’s local job board website, www.WorkInAmes.com.

Organizations can post jobs and internships at no cost, while job seekers have a resource to search for great work opportunities in the Ames/Story County area!

If you have any questions regarding the website, please contact Lauren Cook at laurenc@ameschamber.com or 515-232-2310.



www.WorkInAmes.com

CONNECT WITH US



@workinames



Work In
Ames
Local Job
Board



[laurenc@
ameschamber.com](mailto:laurenc@ameschamber.com)

Young Professionals of Ames

Networking a Key for Young Professionals of Ames

At the heart of the mission of Young Professionals of Ames is the idea of building connections, a key component to why many members of YPA get involved and stay involved. While the members of YPA clearly have a passion for helping to make Ames a great place to live through their community involvement, and they certainly enjoy the opportunity to socialize with fellow young professionals, they are also very interested in learning from each other and the expert speakers sponsored by YPA about how to build skills and connections that will allow for success throughout their careers.

For one opportunity to network, many YPA members turn to the monthly Thursday After Work, an event hosted at local bars and restaurants that provides an opportunity for members to get together and enjoy each other's company. A more educational networking opportunity hosted by YPA is the monthly Lunch and Learn program that features lunchtime networking and a speaker who shares their expertise about a specific subject area. The most recent Lunch and Learn programs have covered topics such as how to become involved with boards and commissions in Ames and writing a mid-career resume.

In 2014 YPA piloted the Breakfast with a CEO program, which proved to be wonderful opportunities for YPA members. These breakfasts, hosted by local businesses and non-profits, featured the leader of each organization sharing insights into their career path and their thoughts about leadership. These provided an effective learning and networking opportunity for young professionals.

All of these activities provide young professionals with an opportunity to continue to build their networks, which is an important way to continue to keep them a vital and active part of the Ames community.



Both networking and career skills are on the agenda at the monthly YPA Lunch and Learns. Here, Samantha Boyd of Zao525 shares tips about how to effectively use LinkedIn.



YPA members network with each other and local businessperson Terry Stark, owner of Chocolaterie Stam at a Breakfast with a CEO event.

February YPA Spotlight: Kim Hanna, Campustown Action Association

Kim Hanna is the director of Campustown Action Association, a non-profit organization made up of Ames and ISU community members who seek to improve and promote all that is Campustown. CAA is passionate about the students, the residents, the businesses, the culture, and the overall atmosphere that makes Campustown such a unique and energetic place. CAA serves as a catalyst for private and public partnerships in Campustown and works with the City of Ames and Iowa State University to foster economic, cultural, aesthetic, and social progress to ensure that Campustown is a place that will inspire a sense of pride in everyone.

Hanna's economic development background is strong, having worked at a small business incubator in the Twin Cities and a historic preservation focused non-profit specializing in tech-

nical assistance and funding for Boston commercial buildings and historic houses of worship. In this work, she has recognized the great importance of networking as a way to build connections between people, business, and the public and private sectors. Being involved in an organization like Young Professionals of Ames plays a major role in providing excellent networking opportunities. Hanna says, "Joining YPA when I first started at the Campustown Action Association was a very smart move. As a new person in town in a new position, it helped me meet some of the movers and shakers in Ames early on, which helped me in my quest to make everyone in Ames aware of what a hidden jewel Campustown really is!"



Kim Hanna shares information with YPA members about the Campustown Action Association at a monthly Lunch and Learn program.

YPA Excellence

The most recent recipients of the YPA Excellence award are Nathan Buss, Mike Mullen and Makenzie Heddens. This group of enterprising young professionals spearheaded the effort to bring CyclONE City to Ames. This project was part of Leadership Ames Class 27. The class took on the nearly impossible task of raising money for local charities by developing – and selling! – the idea of decorating and displaying Cy statues at businesses and organizations across Ames. The success of this program is many fold. Not only has the mission to get a photo taken with all the Cys across town become a fun pass time for both residents and visitors, the project raised thousands of dollars for organizations including Mainstream Living, Youth and Shelter Services, and the Emergency Residence Project. A scholarship will also be created at Iowa State. This very complicated project required working with community and university leaders and many hours of coordination. The end result is one that is enjoyed by the whole Ames community.



2015 YPA Board

President: Haley Cook, Iowa State University
Past-President: Jenni Talbott, McFarland Clinic, PC
Vice President: Nathan Buss, VisionBank
Megan Brandt, Workiva
Brynn Eitzen, Care Initiatives
Heather Johnson, Octagon Center for the Arts
Lindsey Long, Iowa State University Athletics
Justin Moorman, Moorman Clothiers
Jason Mortvedt, Mary Greeley Medical Center
Jessica Mortvedt, McFarland Clinic, PC
Mike Mullen, Converse Conditioned Air
Mary Savage, VisionBank
Jake Talbott, Workiva
Chamber Liaison/Staff: Sarah Buss, Ames Chamber of Commerce

Thank you to our 2014 YPA sponsors

- Global Reach Internet Productions
- Hunziker & Associates, Realtors
- ISU MBA
- Kingland Systems
- Mary Greeley Medical Center
- Munn Lumber
- North Grand Mall
- Story Construction
- VisionBank
- First National Bank

Connect with YPA

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



Q&A: Incoming MSCD President Jess Clyde



Bio: Ames High, ISU Graduate, Owner London Underground since 2006.

What do you like about the Main Street Cultural District?

It is so much more than a retail district. The MSCD is a living, breathing heart of our city full of residents, musicians, artists, business owners, shoppers, citizens, and non profits who all come here to interact with each other. It is a vibrant business district with a cultural focus. The businesses here want to add to the cultural frame work of the community by building a culturally significant backdrop for the city of Ames where we can come and celebrate our lives together.

What projects you have worked on with the MSCD?

In 2014, I was the co-chair to the Oktoberfest event. What an amazing experience that was. There are so many moving parts and things you would never think of. The event hosted 3000 people and was a PHD learning experience in event management. The highlight was meeting Vertical Horizon and then having them come to spend time with me afterward at London Underground. I had bought their album years ago and it was a surreal experience to then be hosting them at Oktoberfest, Wow you just never know where life will take you.

What is the importance of your role as President?

The MSCD isn't your grandfather's non-profit. It is driven by the board which is full of business owners and professionals who are giving their valuable time to make great things happen here in Ames. We don't wait around for a director to report to us how things are going or what we can change; we make it happen. As president I work to find partners and synergy to make our goals happen.

What are your major goals 2015?

Exploring how to create more housing options so that more people can live downtown. There are so many people who want to live downtown. We need to find developers who want to help build more lofts and interesting townhomes and condos like in Des Moines.

Replacing the Christmas lights. The Christmas lights that outline the downtown buildings need to be repaired and replaced.

Hiring a new director. I am on the search committee for the new director I look forward to seeing a new director in place before the snow is all gone!

Building our partnerships with key businesses and organizations in Ames. The key to our organization's success is building partnerships.

What are you most excited about?

Dancing to country music on a warm summer night at the Firefly concert

Co-chairing Oktoberfest again.

Building on the great relationship with the chamber.

I want to extend an invitation to the Ames community to get involved with Main Street and help us build our community.

FIND GREAT DEALS IN DOWNTOWN AMES!

JANUARY 29 - 31

THURSDAY - SATURDAY

Main Street
CULTURAL DISTRICT
Ames, Iowa

Amesdowntown.org

CAMPUSTOWN ACTION ASSOCIATION

2014 CAA Volunteer of the Year

Congratulations to Ryan Jeffrey, 2014 CAA Volunteer of the Year!

Ryan Jeffrey, co-owner of Arcadia Café in Campustown, has been instrumental in the reorganization of the Campustown Action Association over the past five years and has served on the CAA Board of Directors since 2011. Currently the Business Improvement Committee Chair, Ryan served as CAA Board President in 2013 and has a 100% attendance record for board meetings. As Chair of the Business Improvement Committee, Ryan has volunteered many hours to the creation of the Campustown Façade Grant Program, which is now in a pilot stage with two projects to be announced by the end of February.

Along with Ryan's work on the CAA Board and the Business Improvement committee, Ryan has volunteered at many CAA 2014 events including Summerfest, Movie Night, and Friday Afternoon in Campustown. Along with the CAA events, Ryan and his wife Liz also volunteered at the Ames 150 celebration Dinkey Day, held in Campustown in September.

Campustown Action Association thanks Ryan for his years of service to the organization! If you are interested in volunteering for CAA through serving on a committee or helping out with events, please email director@amescampustown.com



campustown

2014 Volunteer
of the Year

Love is in the Air in Campustown!

HAPPY VALENTINE'S DAY



Looking for a sweet Valentine's Day gift or a date night dinner (either at home or a night out on the town)? Think Campustown! Our restaurants, shops and salons are the perfect choice for your Valentine.