



January 2011 Chamber Update

■ CHAMBER NEWS

Annual Event, The Art of Community to be celebrated in February

6 to 9 p.m. Feb. 2
Scheman Building, Iowa State Center
\$50 per person

Mark your calendars now to attend the 2011 Ames Chamber of Commerce and Economic Development Annual Event, The Art of Community. Enjoy a meal of heavy hors d'oeuvres while browsing through the "Art of Community" Collection highlighting creative perspectives of "Thriving in Ames." The evening will include a short year-in-review. In addition, we will recognize the winners of our annual Chamber, Economic Impact and YPA 4 Under 40 awards.



There will also be limited edition prints, artwork and gift items available for purchase, live art demonstrations and creative surprises around every corner. This will be the perfect event where networking, celebration, culture, food and fun are combined in one place. Our members have asked us to bring back this type of atmosphere, so be sure you don't miss this fantastic event of the season.

Chamber members and their guests are invited for \$50 per person. RSVP your whole office for this first-of-its-kind Annual Event no later than Friday, Jan. 28. Celebrate the many reasons we live, work and thrive in Ames.



THE ART OF COMMUNITY

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.



2011 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

Jolene Randall, Chair

Knapp Tedesco Insurance

Frank Nogel, Chair-Elect/Vice Chair, Community Development

ISU Athletic Department

Chris Nelson, Treasurer

Nelson Electric

Carol Kisling, Vice Chair, Membership

KASI-KCCO Radio

Daniel Oh, Vice Chair, Government Relations

Renewable Energy Group

Maureen Dockstader, Immediate Past Chair

LWBJ Financial

Dan Culhane, President/CEO

BOARD MEMBERS

Pam Elliott-Cain,

Iowa State University

Jamie Courtney,

Olde Main Brewing Company

Brian Dieter,

Mary Greeley Medical Center

Nicole Gebhart,

First National Bank

Barry Green,

Ames Community Bank

John Haila,

Hail Architecture Structure Planning

Julie Harris,

U.S. Bank

John Joiner,

City of Ames

Kim Linduska,

Des Moines Area Community College

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.

LEGISLATIVE LUNCHEONS

Mark your calendars to advocate in 2011

Mark your calendar for the 2011 Ames Chamber of Commerce legislative luncheons. These lunch events are a great opportunity to hear from and speak with your state-level elected officials about the issues that matter most to you. Our legislators are always happy to answer your questions and respond to your concerns.

Don't miss this chance to ask questions about issues that are important to you and our community. Luncheons are \$5 for Chamber members and their guests.

- Noon, Friday, Jan. 28 (First National Bank, 405 Fifth Street)



- Noon, Friday, Feb. 25
 - Noon, Friday, March 25
 - Noon, Friday, April 29
- Locations are listed on the registration page of our website at www.ameschamber.com. Register by noon on the Thursday before the luncheon in order to secure your spot and confirm your meal.

Other lunch forums will be scheduled later in the year to connect our members with other elected officials representing Ames and Story County.

Looking to sponsor an upcoming Legislative Luncheon? Support the Ames Business climate and the issues that matter most to our community for only \$150. Contact eve@ameschamber.com for more information.

Ames Chamber Day at the Capitol

Join us for the 2011 Ames Chamber Day at the Capitol, on Tuesday, March 8, when we bring the Ames community face-to-face with the legis-

lators making decisions impacting our business.

The day's agenda will include speakers on a variety of priority issues, small-group advocacy activity, an Ames community showcase in the Capitol Rotunda, and lunch provided for Chamber members and all legislators from Hickory Park. Even if you've never been to the Capitol before, or if you don't feel you're up to speed on the latest legislative issues, this is a great opportunity to learn the process in a very simple, nonthreatening way. Be a part of making democracy happen.

Continued on next page

CHAMBER Welcome new Chamber staff

Starting this month, the Chamber welcomes Kristine Keil to their staff as the new director of member services and organizational programming. Kristine will work in a variety of areas including communications/design assistance, economic development research, website maintenance, member resources and more. Prior to the Chamber, Kristine served as the marketing and client services coordinator



Keil
director of member services



Buss
director of membership

after graduating from Iowa State University in Dec. 2009. While she was a stu-

dent at ISU, Kristine completed an internship for the Ames Chamber and continued to stay active in Chamber and YPA programming. Kristine is originally from Thompson. She has a bachelor's degree in journalism and mass communications, and a minor in sociology. Contact Kristine at kristine@ameschamber.com to welcome her to our organization.

The Chamber also

announces that staff member Sarah Buss will now assume the position of director of membership. She will continue to serve as the staff liaison for the Young Professionals of Ames and as the Chamber representative for Campustown Action Association, and will also work with membership development and retention.

You may still contact Sarah at sarah@ameschamber.com.

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There is no cost to attend the Day at the Capitol activities, but registration is required. Transportation to and from the Ames Chamber will be provided, and you will be back in Ames by 2 p.m. Register on our website at www.ameschamber.com.

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



Washington, D.C., fly-in/U.S. Chamber small-business summit: Sunday to Wednesday, May 22 to 25

Tour our nation's capitol, meet with Iowa's federal delegation, hear from senior legislators and top business speakers, and network with professionals from around the country when you travel to Washington, D.C., with a group from the Ames Chamber 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. In addition to the 2 1/2-day conference, the excursion will also include some time for touring area sights. Full details will be available shortly, but the full trip cost will include airfare, hotel, summit registration, one group meal and tour. Total estimated package cost/person: \$2,250* (*subject to change).



Left: State Legislators and their staff enjoyed a lunch from Hickory Park provided by Ames Chamber sponsors during the 2010 Ames Day at the Capitol.

Below: In addition to a Hickory Park lunch, all the state legislators received custom-wrapped boxes of Barilla pasta as part of the Ames Chamber Day at the Capitol.

CHAMBER OF COMMERCE PHOTO



RIBBON CUTTINGS



CHAMBER OF COMMERCE PHOTO

Pazzesco Pasta and Chophouse had a ribbon cutting on Nov. 16, 2010, to celebrate the opening of their new restaurant. Opened in late July by owner Chris Patterson, Pazzesco offers classic Italian dishes and fresh-cut steaks in a warm and friendly environment. Pazzesco has three banquet rooms ranging in sizes to seat 16 to 70 people. Reservations are accepted, but not necessary. Stop by for dinner today. 6008 West Lincoln Way, (515) 292-3217. www.pazzescochophouse.com.



CHAMBER OF COMMERCE PHOTO

Serenity Aveda Lifestyle Salon and Spa is new to the Ames Chamber and celebrated with a ribbon cutting on Nov. 22, 2010. Located at 526 Main St. in the Main Street Depot, Serenity Aveda seeks to nurture and cater to their clients' individual needs. Treatments incorporate Aveda's natural plant-based hair care, skin care, makeup and lifestyle products for an experience you'll want to repeat. Call Krista Eittrein for an appointment at (515) 956-4645.

The Groom Room was ready for a ribbon cutting on Nov. 30, 2010, after opening their new men's salon in October. Serving as the modern-day answer to the barbershop, The Groom Room offers American Crew grooming products, hot towel neckline shaves and neck massages complete with every man's haircut. They also help men "up their game" by showing them a simple and effective grooming regimen. Stop by and learn about their "Shave Clinics" hosted on a monthly basis. Call Troy or Karen Tinnean at (515) 232-9935, or stop by their salon at 303 Main St. www.TheGroom-Room.com.

CHAMBER OF COMMERCE PHOTO



RIBBON CUTTINGS



CHAMBER OF COMMERCE PHOTO

Shari K's Estate Jewelry introduced themselves to the Ames community with a ribbon cutting on Nov. 18, 2010. Owner Shari Busse opened her newly-remodeled store on 223 Lincoln Way with display cases filled with one-of-a-kind sterling silver, previous owned, and estate jewelry. Her unique selection includes affordable and reasonable prices for diamond engagement rings, colored stone pendants, native American pieces, natural stones and more. Shari K's also is the top old gold jewelry buyer in Ames and Central Iowa. Call Shari at (515) 232-4665. www.shariksestatejewelry.com.



CHAMBER OF COMMERCE PHOTO

Quality Motors of Ames/U-Save Auto Rental welcomed Chamber ambassadors to check out its major remodeling project at its 705 South Duff Ave. location. In business for more than 21 years, Quality Motors has a great selection of domestic and import cars, trucks, vans and SUVs for sale. A warranty, financing and friendly customer service is given with all sales transactions. Don't forget to think of U-Save Auto Rental for your rental needs as well on daily, weekly or monthly uses. Call Doug Livy at (515) 232-1009. www.qualitymotorsofames.com



UPCOMING RIBBON CUTTINGS:

• 11 a.m. | Tuesday | Jan. 11 | **All-American Sports Complex** | 5820 Lincoln Way

If your business has a reason to celebrate, from a grand opening or relocation to an anniversary or change in ownership, draw some attention with a Ribbon Cutting by bringing Chamber members and media to you! Contact Cindy (232-2310) to schedule a Ribbon Cutting of your own!

AMES CHAMBER OF COMMERCE AMBASSADORS

Matt Beglinger, managedpoint LLC
Kim Behrendt, Wells Fargo Bank
Justin Bennett, Strong Tower Consulting
Clarissa Wing, Wells Fargo Bank
Steve Bock, RE/MAX
Adam Boeding, First American Bank
Paula Brown, First American Bank
Ross Buffington, Exchange State Bank
Kristi Carlberg, Dentistry
 at Somerset
Ritchie Chieves, Hampton Inn/
 Holiday Inn/Holiday Inn Express
John Coder, Ames Community Bank

Tom Drenthe, Modern Woodmen
 of America
Stacy Dreyer, First National Bank
Kendra Eibs, Sam's Club
Linda Gibbs, Greater Iowa
 Credit Union
Casey Rath, First National Bank
Barry Green, Ames Community Bank
John Greving, The Tribune
Andrea Gronau, Wells Fargo Bank
Abby Hausmann, The Blood Center
 of Iowa
Patrick Henry, Adams Funeral Home

Traci Jennings, RE/MAX Real
 Estate Center
Matt Julich, Bear Marketing
Amy Juhnke, Lutheran Services
 in Iowa
Sara Lehman, First National Bank
Joy Leister, Valley Bank
Lloyd Flanders, RE/MAX Real
 Estate Center
Ryan Lynch, First National Bank
Lauris Olson, Ames Bulletin
 Board/AmesNewsOnline.com
David Orth, Special Olympics Iowa

Tom Randall, Tom Randall Real
 Estate Team
Tim Rasmussen, Alfred's Carpet
 and Decorating
Jeff Ratcliff, Executive Express
Cindy Schwickerath, Heartland
 Technology Solutions
Mary Beth Scott, The Tribune
Nathan Scott, U.S. Bank
Michael Sills, Mediacom
Terry Stark, Chocolaterie Stam
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:

Don & Sons Body Shop
Friedrich Iowa Realty
Furman Corporation
Northcrest Community
Pearle Vision

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 and CEO
- **Eve Doi**,
Vice President
Communications and Chamber
Operations
- **Ron Hallenbeck**
Vice President, Existing Business
and Industry
- **Crystal Davis**
Director of Professional and
Community Development
- **Amy Mogren**
Director of Finance and Administration
- **Sarah Buss**
Director of Membership
- **Kristine Keil**
Director of Member Services
and Organizational Programming

Welcome, new Chamber members

All-America Sports Complex, located at 5820 Lincoln Way, is brand new to the Ames area families and residents. Owned by Brett Carney, the complex offers youth basketball, volleyball, baseball, softball, soccer, golf and general fitness. Adult fitness classes and leagues will also be offered soon. Call Brett at (515) 203-9557 or visit www.amesallamerican.com for more information.

LOF-Xpress Oil Change, located at 520 South Duff Ave., is a state-of-the-art drive-through express oil change, lube and filter station. It offers a fully automatic car wash along with Caribou Coffee. Services also include free vacuums, air and windshield cleaning. No appointment is needed. Call owner Ted Sage at (515) 232-5639 for more information. www.lof-xpress.com.

Are YOU a member of the Ames 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!

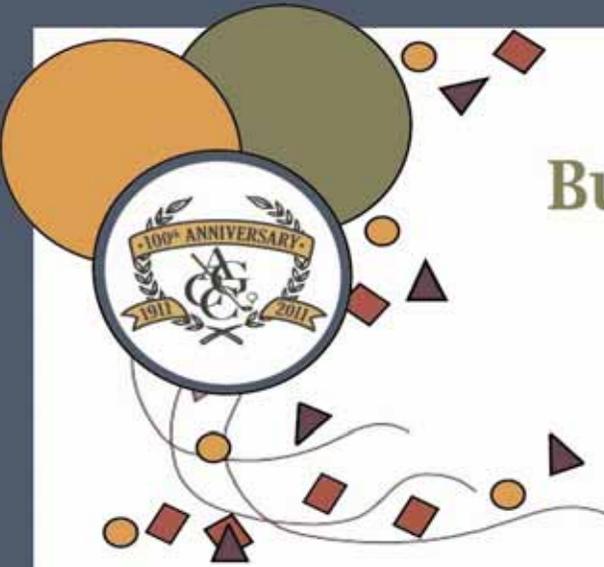
- Post coupons on our Web site for FREE.
- Attend monthly Business After Hours, Business at Breakfasts, Business Improvement Forums, Speed Networking and more for FREE.
- Take advantage of reasonably priced ways to promote your business such as ribbon cuttings, mailing labels and membership mailer, just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

Lets Celebrate

Business After Hours

Thursday, January 20, 2011
5:00 – 7:00 pm
Ames Golf & Country Club

Start your year off by networking with Chamber members while enjoying free food, beverages, and FUN!



100th Anniversary

Ames Golf & Country Club: Golf – Restaurant – Swimming Pool



■ BUSINESS AT BREAKFAST

Come give your two-minute plug

7:30 a.m. Thursday, Jan. 27
Sponsored by Hampton Inn, 1400
South Dayton Ave., (515) 239-9999

Join us Jan. 27 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, Jan. 26, to attend. You can register on our website at www.ameschamber.com or call the Chamber offices at (515) 232-2310. The continental breakfast is free to all attendees, but we need your RSVP to participate. See you at breakfast.

■ BUSINESS AFTER HOURS

Fun times had at December’s After Hours

Below: The 3M recreation building was the perfect site and host for December’s Business After Hours. Thanks also to their co-hosts Friedrich Iowa Realty, Integrity Friedrich Construction, Hy-Vee, Sauer-Danfoss, The Tribune and U.S. Bank.

Right: There’s always a great spread when Hy-Vee does the catering at Business After Hours. December’s event definitely had something for everyone.

Below right: No holiday celebration can be complete without this famous duo.

CHAMBER OF COMMERCE PHOTO



January calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 <i>Happy New Year!</i>
2	3	4	5 Noon: Education Connections(C)	6 7:30 a.m.: Business Improvement Council (C)	7	8
9	10 <i>ISU Semester begins Iowa State Legislative session begins</i>	11	12 8 a.m.: Lead Ames (City Hall) Noon: Membership (C)	13	14 5 p.m.: YPA FAW (Pazzesco's)	15
16	17	18	19 8 a.m.: Youth Leadership Ames	20 11:30 a.m.: Business Improvement Forum (Somerset Clubhouse) 5 p.m.: BAH (AG&CC)	21	22
23	24	25	26	27 7:30 a.m.: Business@Breakfast (Hampton Inn)	28 Noon: Legislative Lunch (First National Bank) <i>RSVPs due for Chamber Annual Event</i>	29
30	31					

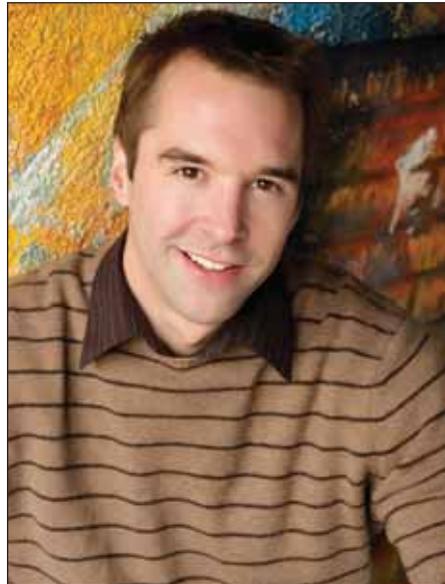
YOUNG PROFESSIONALS OF AMES JANUARY NEWS

Welcome 2011 YPA Board; new president and president-elect

YPA looks forward to continuing its many successful programs in the year ahead. We also plan to embark on some new initiatives to bring added value to our members and the community. We look forward to sharing our progress with you each month.

The 2011 president of the Young Professionals of Ames Board is Dan Nutini, of Roseland Mackey Harris Architects PC. The president-elect is Shelly Greving, of the Iowa 4-H Foundation. Both Dan and Shelly have served the YPA organization for several years in a variety of capacities.

YPA would also like to introduce board members Linda Garbisch, ISU Department of Residence; Jennifer Herrick, Schnurr and Company;



Nutini

president, Roseland Mackey Harris Architects PC

Jenny Pollard, Iowa State University Alumni Association; Teresa Rummer, First National Bank; Barry Green, Ames Community Bank; Andrea



Greving

president-elect, Iowa 4-H Foundation

Hammes-Dodge, Mary Greeley Medical Center; Aaron Mortvedt, The Gateway Hotel and Conference Center; and Matt Julich, The Sun.



Committee meetings

- **Community Outreach & Partnerships**, Ames Chamber, Noon, Dec. 14.
- **Leadership and Professional Development**, Ames Chamber, Noon, Jan. 10.
- **Membership & Social**, Ames Chamber, Noon, Jan. 12.

YPA 2010-11

Annual Sponsors

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

Mark your calendars for upcoming YPA events:

Friday After Work (FAW) at Pazzesco's
 5 p.m. Friday, Jan 14, Ames

Celebrate the new year by joining us at Pazzesco's on Friday, Jan. 14, to network and socialize with your fellow young professionals of Ames. Appetizers will be provided. Members and nonmembers are welcome.

FAW is regularly held on the second Friday of each month.



Left: YPA's were at Aunt Maude's on Dec. 9, 2010, for their Holiday Extravaganza.

Below: These four revelers won the YPA's "Best of Show" for festive attire.

CHAMBER OF COMMERCE PHOTO



2011 PROFESSIONAL DEVELOPMENT SERIES

Networking skills: Business and social networking for success

Networking is more than just a tactic some people use to draw in more clientele. For large, medium and small business owners alike, proper networking skills are necessary for their continued existence and success.

Networking takes many forms. Whether a business owner is cold-calling clients on the phone, or meeting other business owners in the area for lunch, the networking never stops. Networking leads to referral business, and referral business leads to increased customer satisfaction and loyalty.

2011 Networking skills topics:

• **Social media: Is it rocking your world?**

Social media participation is an essential tool in networking. Be it for making professional contacts, making new contacts, recruiting employees or simply keeping in touch with the world. If you're not participating in the top social media and networking sites, the world is leaving you behind. Social media is essential in today's frantic online world of selling and buying.

• **Customer relationships: People and technology networked together**

Successful customer relationships are a balance between technology and the people working for you. Learn to balance the two while you learn more about how to find, attract and win new clients, nurture or retain clients you already have, entice former clients back and reduce costs of marketing/client service.

• **People-to-people networking: It's not what you know, but who you know**

Networking can seem like a daunting, even frightening task. When many peo-



CHAMBER OF COMMERCE PHOTO

Business Improvement Forum attendees greet each other as they prepare for small group discussion.

ple think of networking, they think of hobnobbing with men and women in fancy suits, boring conversation and exchanging business cards, all of which can lead people to avoid networking. Networking can be an exciting and interesting experience. Learn how to choose your networking strategy and networking groups for business success.

2011 Networking skills Calendar:

Thursday morning Business Improvement Forums begin at 7:30 a.m. at the Somerset Clubhouse (2400 Aspen Road). Forums are available and free to all Chamber members.

Tuesday Lunch and Learns begin at 11:30 a.m. at the Somerset Clubhouse. Lunch and Learns are \$15 for Chamber members and \$25 for nonmembers and include lunch.

Social Media Networking Skills

- **Jan. 20 forum:** Social Media: What's new?
- **Feb. 17 forum:** Facebook: The potential for business.
- **March 10 forum:** Twitter: Tweeting? I don't get it.
- **May 19 forum:** LinkedIn: It's more than looking up contacts.
- **May 24 Lunch and Learn:** Blogs will change your business: Catch up or catch you later.

Customer Relationships

- **June 16 forum:** Your business website: Is it customer friendly?
- **July 21 forum:** Personal responsibility in customer relationships.
- **Aug. 18 forum:** Leadership style in customer relations.
- **Aug. 23 Lunch and Learn:** "Here's how I do it": Customer relationship standards.

People to People Networking

- **Sept. 15 forum:** Business etiquette: The nuts and bolts of networking.
- **Oct. 20 forum:** The spirit of community networking.
- **Nov. 17 forum:** Choosing your networking strategy and networking group.
- **Dec. 6 Lunch and Learn:** "Let's do it:" Attend a networking lunch with a local organization.

Take advantage of your Chamber membership and take part in the 2011 Networking Skills Professional Development Series. Learn how to get the results you want by becoming a more skilled and confident networker. Register on our website at www.ameschamber.com, or for more information, contact Crystal at (515) 232-2310 or crystal@ameschamber.com.

MAIN STREET CULTURAL DISTRICT



CHAMBER OF COMMERCE PHOTO

Liz Chausse (Bank of the West), Main Street Cultural District President Sonya Stoltze Newstrom (Stoltze and Stoltze Dentistry) and Santa throw 1,000 snowballs at the crowd.

Snow Ball Drop is huge success for downtown

Almost 300 people gathered in Tom Evans Park to test their luck in the annual Snow Ball Drop on Dec. 4, 2010. Holiday revelers of all ages witnessed a flurry of labeled “snowballs” that included chances to win great prizes and savings throughout the Main Street Cultural District. This year’s Snow Ball Drop had a record number of attendees, with almost three times the number of people as last year. The 30 participating district businesses also saw the event’s success with people redeeming their prizes on the day of the event.

Almost 1,000 “snowballs” were dropped during the event, with one ball marked as

the grand prize including: dinner for two at Lucullan’s Italian Grill, two tickets to the Nutcracker at Stephens Auditorium and an overnight stay at the Quality Inn and Suites. Tawnya Zehr, owner of Ames Cupcake Emporium, was the lucky winner of the grand prize. Some of the other prizes included a strand of pearls, \$50 gift certificates, free chocolates and much more.

The Main Street Cultural District extends gratitude to Bank of the West, the Snow Ball Drop sponsor, as well as to all the district businesses for giving out prizes and discounts during the Snowball Drop.

Tree lighting brings out hundreds

Mayor Ann Campbell kicked off Snow Magic on Main on Nov. 19, 2010, with the official tree lighting in Tom Evans Park. Live music was provided by the Central Iowa symphony brass quintet, and caroling was led by the Ames Choral Society. The evening includes visits with Santa, horse-drawn wagon rides, kiddie train rides, face painting, story time, the Festival of Trees and much more. Hundreds from the community participated in all these activities on a beautiful fall evening. The Main Street Cultural District extends a big thank you to our sponsors, Ames Electric Services-Smart Energy, Alpha Copies, On Media and the Ames Community Grant program.

Ames Chamber wins downtown gingerbread contest

Fierce competitors came together to create magnificent gingerbread (graham crackers) houses in the first-annual Main Street Cultural District’s Snow Magic Celebrity Gingerbread House Building contest. Four local celebrity teams were given thirty minutes to complete their house.

Congratulations go out to the Ames Chamber of Commerce for their first-place win with its ISU Campanile-themed gingerbread house. Second

place was awarded to Ames Electric Services with its smart energy theme. Close behind in third place was ISU Athletics with its traditional house celebrating ISU, and fourth place was awarded to the valiant effort put forth by Ames City Council members with their gingerbread rendition of Ames City Hall.

The hardworking contestants creating gingerbread masterpieces were:

- **Ames Chamber of Commerce:** Crystal Davis, Eve Doi and Amy Mogren.

- **Ames City Council:** Mayor Ann Campbell, Matt England, Matthew Goodman and Tom Wacha.

- **Ames Electric Services:** Donald Kom, and Scott Starling, of Ames Electric Services, and Cheryl Spencer, of the City of Ames.

- **ISU Athletics Team:** Michelle Browning, representing gymnastics; Maria Macedo, of tennis; Lauren Kennewell, of softball; and Kianna Elahi, of track.

Continued on next page

Find great deals in downtown Ames!
JANUARY 27-29
 Thursday - Saturday
 Main Street
 CULTURAL DISTRICT
 Ames, Iowa
 MainStreetCulturalDistrict.com



CHAMBER OF COMMERCE PHOTO

Continued from previous page

The entire evening was a terrific way to kick off the holiday season in downtown Ames.

Cultural District announces 2011 central committee

Main Street Cultural District offers a big thank-you to the central committee members finishing their terms in 2010.

- **Tim Coble**, Temptations on Main: past president
- **Heather Courtney**, Olde Main Brewing Company: community representative
- **John Doyle**, Building Owner: business Improvement co-chair
- **Maria McFarland**, Hy-Vee Drugstore: organization co-chair
- **Terry Stark**, Chocolaterie Stam: business improvement co-chair
- **Sailu Timbo**, Hy-Vee Drugstore: organization co-chair

The Main Street Cultural District is pleased to announce the 2011 board of directors:

- **Tony Thrush**, Innova, Ideas and Services: president.



CHAMBER OF COMMERCE PHOTO

Santa was on hand at Snow Magic taking requests from good little boys and girls.

- **Bill Malone**, Café Diem Coffee House: vice president/president-elect.
- **Dr. Sonya Stoltze Newstrom**, Stoltze and Stoltze Family Dentistry: past president.
- **Stacy Dreyer**, First National Bank: treasurer.
- **Mary Beth Scott**, The Tribune: organization chair.
- **Karen Youngberg**, Ames Silver-smithing: business improvement co-chair.
- **Carmen Hague**, Jacquelyn's Photography: business improvement co-chair.
- **Andrea Gronau**, Wells Fargo Bank: promotions co-chair.
- **Ngairé West-Johnson**, Images by Ngairé: promotions co-chair.
- **Mari'L Moses**, Worldly Goods: promotions co-chair.
- **Judy Gilger**, Gilger Designs: design co-chair.
- **Lou Cathcart**, Family Investor: design co-chair.
- **Letitia Kenemer**, Memorial Union: community representative.
- **Lynne Carey**, Ames Public Library: at-large representative.
- **Jeff Benson**, City of Ames: City of Ames representative.
- **Phyllis Craig**, Octagon Center for the Arts: arts representative.

Committee opportunities in 2011

The Main Street Cultural District has four committees that meet on a monthly basis as well as multiple event committees. All investors are welcome to attend. For meeting dates and times, please contact the district office at (515) 233-3472 or by e-mail at director@mainstreetculturaldistrict.com or events@mainstreetculturaldistrict.com.

Organization

This committee works to recruit and retain business members as well as friends of Main Street. Committee involvement includes contacting new members about involvement and encouraging volunteerism as well as

attending events on behalf of the Main Street Cultural District.

- Chair: **Mary Beth Scott**, of The Tribune.

Business improvement

This committee works to recruit and retain businesses by serving as a resource to downtown businesses as well as a liaison to the City of Ames.

- Co-chair: **Cari Hague**, of Jacquelyn's Photography.
- Co-chair: **Karen Youngberg**, of Ames Silversmithing.

Design

This committee promotes building and façade improvements, historic preservation, well-designed window displays, and visual merchandising. They identify opportunities for visual improvements to the district by maintaining greenery, banners, light posts and snowflakes.

- Co-chair: **Judy Gilger**, of Gilger Designs.
- Co-chair: **Lou Cathcart**, of Family Investor.

Promotions

This committee works to plan and promote retail selling events, special events and festivals. There are separate committees for Tune In To Main Street, ArtWalk, MusicWalk, Fourth of July Parade and Festival, and Snow Magic on Main. They also have input in the marketing plan and campaigns for the MSCD.

- Co-chair: **Ngairé West**, of Johnson Images by Ngairé.
- Co-chair: **Mari'L Moses**, of Worldly Goods.
- Co-chair: **Andrea Gronau**, of Wells Fargo Bank.

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 (515) 233-3472. MSCD is an affiliate organization of the Ames Chamber of Commerce.