

BUSINESS TO BUSINESS

Business-to-Business Expo is just around the corner

Presented by corporate sponsor
WebFilings



4 to 7 p.m. Thursday, March 22,
Scheman Building, Iowa State Center

Back by popular demand, our annual Business-to-Business Expo, presented by corporate sponsor WebFilings, is just around the corner and is going to be bigger than ever. This is an energy-filled event that will be packed with opportunities to expand your network and resources. The event is free and open to the public, but only Ames Chamber members can exhibit, so contact Crystal at crystal@ameschamber.com to reserve your booth today before all the spots are filled.

Not putting your business on display? Then be one of the hundreds to take advantage of seeing the Ames business community in a nutshell and learn about valuable products and services right in your own backyard. Pick up lots of coupons and free samples, register to win great prizes, enjoy some food and beverages and learn more about dozens of ways to Shop Ames – Grow Ames. Call your friends and tell them you'll meet them at the B2B Expo.

***Come celebrate the Chamber March Business After Hours in conjunction with the B2B Expo, two great events in one location at the same time**

Enjoy free appetizers and beverages while networking with your colleagues and learning about the many businesses and services this community has to offer.



CHAMBER OF COMMERCE PHOTOS



2012 BUSINESS to BUSINESS EXPO

presented by **WebFilings**

in conjunction with **March Business After Hours**

Thursday, March 22, 2012 4:00-7:00 p.m.*
Scheman Building, Iowa State Center



- *Introduce your staff
- *Network with other businesses
- *Reach out to new audiences
- *Draw attention to a new product or service



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



2012 BOARD OF DIRECTORS

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Frank Nogel, Chair

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CONTACT US

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

ANNUAL EVENT

Thank you to all who attended our newsworthy 2012 Annual Event

Thanks to all of you who were able to join us for the Ames Chamber of Commerce Annual Event. It was a fantastic evening for the hundreds who joined us for a great dinner, awards presentation, and hearing about our 2011 accomplishments and our keynote speaker, Mike Allen, of Politico.

We would like to congratulate again

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: Steve Carter (ISU Research Park/ISIS)

Entrepreneur of the Year: Matthew Goodman (The Fighting Burrito)

Community Involvement Award:

Brian Dieter (Mary Greeley Medical Center)

Economic Impact awards:

Ames Seed Capital LLC

Kreg Tool

NewLink Genetics

Main Street Volunteer of the Year:

Judy Gilger (Gilger Designs)



CHAMBER OF COMMERCE PHOTOS

The Annual Dinner was a night filled with acknowledgements and celebration at the Scheman Building. Award winners included, left, top to bottom, Community Involvement winner Brian Dieter (Mary Greeley Medical Center), Entrepreneur of the Year Matthew Goodman (The Fighting Burrito), and Business Person of the Year Steve Carter (ISU Research Park/ISIS.)

YPA 4 Under 40:

- Alicia Clancy (Renewable Energy Group)
- Aaron Mortvedt (Gateway Hotel and Conference Center)
- Jenny Pollard (ISU Alumni Association)
- Brian Torresi (Davis Brown Law Firm)

You can read more about many of the above honorees in our 2011 Annual Report, along with a great recap of the past year's accomplishments of the Ames Chamber of Commerce and our affiliate organizations. We encourage you to review the information as an affirmation of what your ongoing support of the Chamber allows us to do for the Ames business community. You can access the 2011 Annual Report by scanning the QR code



included on this page with your smart phone, or by going to the Chamber website at www.ameschamber.com.

Thanks again to all who joined us: our fantastic members and our tremendous sponsors. Because of you, our event was a newsworthy success.

Annual Event sponsors

- Breaking News Sponsor: Global Reach Internet Productions
- Platinum Sponsor: Boehringer Ingelheim Vetmedica
- Platinum Sponsor: Mary Greeley Medical Center



- Platinum Sponsor: Nyemaster Goode P.C.
- Silver Sponsor: Becker Underwood
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- Silver Sponsor: Iowa State University Athletics Department
- Silver Sponsor: LWBJ Financial
- Silver Sponsor: South Story Bank & Trust
- Silver Sponsor: Story Construction.



CHAMBER OF COMMERCE PHOTO

YPA 4 Under 40 winners are, from left, Brian Torresi, Davis Brown Law Firm; Jenny Pollard, ISU Alumni Association; Mike Allen, keynote speaker; Aaron Mortvedt, Gateway Hotel and Conference Center; and Alicia Clancy, Renewable Energy Group.



CHAMBER OF COMMERCE PHOTO

Craig and Todd Sommerfeld accept their Economic Impact Award on behalf of Kreg Tool.



CHAMBER OF COMMERCE PHOTO

MSCD Volunteer of the Year Judy Gilger.



CHAMBER OF COMMERCE PHOTO

Roger Underwood accepts Economic Impact Award on behalf of the Ames Seed Capital LLC.



CHAMBER OF COMMERCE PHOTO

Gordon Link accepts the Economic Impact Award on behalf of NewLink Genetics.

CHAMBER DAY AT THE CAPITOL

Ames Chamber Day at the Capitol is March 26



WWW.RANDOMIOWA.COM

Join us for the 2012 Ames Chamber Day at the Capitol on Monday, March 26, when we bring the Ames community face-to-face with the legislators making decisions impacting our businesses.

The day's agenda includes an Ames community showcase in the capitol rotunda with lunch provided by Hickory Park for Chamber members and all legislators.

There is no cost to attend the Day at

the Capitol activities. Please register by visiting the Chamber's website at www.ameschamber.com.

Thank you to the City of Ames and Iowa State University, our Day at the Capitol advocacy sponsors. In addition, we recognize Becker Underwood, Converse Conditioned Air, Mary Greeley Medical Center and Renewable Energy Group, our 2012 Taking Leadership sponsors.

LEGISLATIVE LUNCHEON

Attend the third Legislative Luncheon of the session

**March Legislative Luncheon
Friday, March 23**

11:30 a.m.: Registration and lunch
Noon to 1 p.m.: Discussion with legislators

**Ames City Hall, Council Chambers,
515 Clark Ave., Ames**

Make plans to join your fellow Chamber members on Friday, March 23, for our third Legislative Luncheon of the session.

There, you'll enjoy networking, a great lunch, and the chance to hear directly from our elected state policymakers. It will be a perfect opportunity to ask them questions regarding topics that matter to you and your organization.

Please register online at www.ameschamber.com. The luncheon is open to current members of the Ames Chamber of Commerce. Your \$5 registration fee includes lunch.

Thank you to our March Legislative Lunch sponsors:

- Hastings, Gartin and Boettger LLP

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

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

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

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

LEADING THE WAY
ADVOCATING FOR AMES
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UNIVERSITY COMMUNITY OPPORTUNITY

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Specialized care. Personal touch.

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REG
Renewable Energy Group

March calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Noon: Read With Me (YPA)	2 Noon: Read With Me (YPA) Noon: Gov't Affairs Committee (C)	3
4	5	6	7 Noon: Education Connections (C)	8 7:30 a.m.: Business Improve Forum (Somerset Clubhouse) Noon: Membership Committee	9	10
11 <i>Daylight Savings Begins Ames/ISU Spring Break begins</i>	12	13	14	15 4 p.m.: Campustown Action Assoc. (Welch Ave. Station)	16	17 <i>St. Patrick's Day</i>
18	19	20 <i>First day of spring</i>	21 8 a.m.: Leadership Ames XXV	22 4 p.m.: B2B Expo/BAH (Scheman Building)	23 11:30 a.m.: Legis. Lunch (City Hall)	24 <i>MSCD Easter Egg Scavenger Hunt begins</i>
25	26 8 a.m.: ACC Day at the Capitol	27	28 8 a.m.: Youth Leadership Ames II	29	30	31

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



YOU'RE INVITED...
to March's **BUSINESS AFTER HOURS** in conjunction
with the **BUSINESS-to-BUSINESS EXPO**
two great events - one location

THURSDAY, MARCH 22 | 4:00 - 7:00P | SCHEMAN BUILDING, IOWA STATE CENTER



BRING YOUR CO-WORKERS AND ENJOY FREE APPETIZERS
AND BEVERAGES WHILE NETWORKING WITH YOUR COLLEAGUES
AND LEARNING ABOUT THE MANY
BUSINESSES AND SERVICES THIS COMMUNITY HAS TO OFFER

BROUGHT TO YOU BY: **WebFilings**



CHAMBER Gold MEMBERS

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

Ames Day Care/Formative Years

At Home Care Company LLC

Consumer Credit of Des Moines

**Hedrick Construction Inc.
Jerry Carney and Sons Inc.
Life Investors Financial Group**

Marshalltown Broadcasting Inc.

**Tom Flack
Chitty Garbage Service Inc.**

**Chocolaterie Stam
Chuck and Carolyn Jons
Global Reach Internet Productions**

**Jack Adams
John and Suzan Shierholz
Lynn's Laser Car Wash
Midland Power Cooperative**

**Nelson Electric
PUSH Branding and Design**

**Roger Underwood
Ames Silversmithing
H.L. Munn Lumber**

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.

Welcome, new Ames Chamber members

Ames Pet Resort is under construction at 2811 Hyatt Circle, just off South Bell Avenue. Its mission is to provide outstanding dog daycare, dog and cat boarding and grooming services by certified professionals, ensuring all pets receive the highest quality care in a safe and enriching environment. The state-of-the-art facility is scheduled to open by late May and will provide a clean, upscale, odor-free, enjoyable environment for both pets and their owners. For more information, contact Randy Duncan at (515) 709-1555.

Pure Bridal brings a chic and modern bridal experience to Ames. It has a well-edited collection that caters to a stylish and elegant bride. Pure Bridal invites you to experience its fresh approach to the bridal industry while shopping for an exquisite, stunning wedding gown and fashion forward accessories. Pure Bridal is a full-service bridal boutique that has something for everyone. From wedding gowns to little black dresses to tuxedos to shoes, Pure Bridal is here to help make your wedding shopping experience a little less stressful. By carrying dresses size 4 to 30, they ensure that they can help anyone look flawless on their wedding day. Contact Kayse or Rita at (515) 663-2222 or visit their location at 306 S. 16th St., Ames.

Harrisvaccines is developing vaccine technology for both the treatment and prevention of infectious diseases in swine, cattle and farmed shrimp. The advanced molecular approaches used by Harrisvaccines feature vaccines which differentiate infected from vaccinated animals (DIVA) using the unique alphavirus RNA particle vaccine production platform (RP Platform). Harrisvaccines is located at 1102 Southern Hills Drive, Suite 101, Ames. You can call Dr. Harris or anyone of his talented staff at (515) 296-4430.

Lean Training and Consulting provides certified training for businesses and individuals to learn Lean Six Sigma in a self-paced, online environment. Although the training is independent, Lean Training and Consulting provides the personalized support of a master black belt (MBB) at no extra charge. All training is interactive with the MBB instructor via weekly group webinars coupled with online training. If you have questions while you're taking their course, help from an expert is just an email away. They genuinely care that you learn the material and are able to successfully apply the theories to real life scenarios. Contact Tom Lawless at (515) 231-8089 for more information today.

Join the Chamber!

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

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

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

Ames Chamber and AEDC staff

• **Dan Culhane**
President and CEO

• **Ron Hallenbeck**
Vice President, Existing Business and Industry

• **Seana Perkins**
Vice President of Business Development and Marketing

• **Crystal Davis**
Director of Professional and Community Development

• **Amy Mogren**
Director of Finance and Administration

• **Sarah Buss**
Director of Membership Development and Affiliate Programming

• **Kristine Keil**
Director of Communications and Organizational Programming

• **Angela Davidson**
Director of Government Affairs

• **Tom Drenthe, MSCD**
Executive Director/Market Manager

• **Mandy McWherter, MSCD** Events Coordinator

LEADERSHIP CLASS

Leadership Ames alumni reunion social is April 4

Come meet this year's Class 25 and reminisce with old friends you haven't seen since graduation from 5 to 7 p.m. Wednesday, April 4. Location and details coming soon.



BUSINESS IMPROVEMENT FORUM

Forum to cover exceptional service

Exceptional service, exceptional people
7:30 a.m. Thursday, March 8,
Somerset Clubhouse, 2400 Aspen Road

Employees of Ames Chamber businesses are invited to attend our second Business Improvement Forum of 2012 at 7:30 a.m. Thursday, March 8, at Somerset Clubhouse, 2400 Aspen Road.

How do you provide exceptional customer service while creating buy-in from your employees? At this forum, Chamber members will learn about what responsibility a leader must take to create a desired culture in their sphere of influence and what responsibility an employee must take to bring certain service values to life each day. Please RSVP by Wednesday, March 7, by registering on our website at www.ameschamber.com or calling Crystal at (515) 232-2310.

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



AMES CHAMBER OF COMMERCE AMBASSADORS

Steve Bock, RE/MAX Real Estate Center
Adam Boeding, First American Bank
Paula Brown, First American Bank
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John Coder, Ames Community Bank

Tom Drenthe, Main Street Cultural District
Barry Green, Ames Community Bank
John Greving, Ames Tribune
Brad Sargent, Marshalltown Broadcasting Inc.
Abby Hausmann-Virgil, The Blood Center of Iowa
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

Mary Beth Scott, Ames Tribune
Michael Sills, Mediacom
Terry Stark, Chocolaterie Stam
Mark Doyle, Mark Doyle State Farm Agency
Mandy Fjelland, Finesse Spa Salon
Kirt Till, Thrivent Financial
Sharon Holst, Hunziker and Associates
Ben Handsaker, Bufords Steak House and Barbecue
Angie Selby, Springer Professional Home Services
Adam Steil, Great Western Bank
Tara Ethington, Marshalltown Broadcasting Inc.

RIBBON CUTTINGS

Davis Brown Law Firm takes pride in offering a broad range of legal services to a diverse client base. Firm clients include individuals, private and public businesses, multi-national corporations, nonprofit groups, the State and its agencies and political subdivisions, hospitals, and regulated industries. The firm's clients conduct business on a local, state, national and international basis. Call Brian Torresi at (515) 288-2500 if you are in need of legal services today.

CHAMBER OF COMMERCE PHOTO



Celebrate with a Ribbon Cutting

If your business has completed a major remodeling project, moved to a new location, or changed ownership, you need to take advantage of the Chamber's Ribbon Cutting service that brings members and the media to you.

With each Ribbon Cutting, your business will be exposed to the Ames community and Story County by the Chamber. The photos of your Ribbon Cutting will be published in the Chamber's weekly email update, the Ames Business Monthly. Your cutting will also attract the Chamber crowd.

After the fun has been had and the ribbon has been cut, the Chamber will frame your best photo and deliver it to your place of business, along with a Chamber-encrusted business card holder chock-full of member businesses that attended your celebration.

Not only does this opportunity get people to your place of business, but it offers a unique networking environment in addition to some great marketing. So what are you waiting for? Call Sarah Buss at (515) 232-2310 today to schedule your Ribbon Cutting.



CHAMBER OF COMMERCE PHOTO

StyleEyes celebrated their grand opening at 301 Main St., Suite 5, Ames.

YPA MARCH NEWS

Celebrating ten years of young professionals

In 2002, a group of young business people saw a need in the Ames Community. They wanted to establish a community of young professionals who could work together to build relationships, learn how to become better leaders and improve the quality of life in Ames.

Ten years later, Young Professionals of Ames (YPA) continues to thrive, and its mission to serve the community remains the same. YPA continues to help young professionals build and foster relationships in Ames through leadership development, professional development, community outreach and cultural/social opportunities. Although the types of events and activities have varied over the years to reflect changing needs and interests, one thing remains constant —

its dedication to improving the quality of life for young professionals in our community.

“There are many ways young professionals can become involved with YPA,” said Shelly Greving, president of the Young Professionals of Ames and marketing director for the Iowa 4-H Foundation and 4-H program. “Members are encouraged to attend educational and social events, volunteer for planning committees and take leadership roles with YPA and in the community. The opportunities are endless.”

Who can join YPA?

Young Professionals of Ames is open to anyone ages 21 to 40 who lives or works in Ames. Even students from Iowa State University, DMACC and the PCI Academy are

welcome to join YPA at a discounted rate. YPA members represent a wide variety of professions, from real estate to construction to hair stylists to engineers. These diverse backgrounds open up topics for discussion, and provide unique opportunities for networking and learning.

“One question we often hear is, ‘Do you really kick people out when they turn 41?’ and the answer is, ‘Yes,’” Greving said. “There are many people who are disappointed when they have ‘aged-out’ of YPA, but it’s really an opportunity for them to move on. I feel great when I see someone has aged out of YPA but are still involved in many aspects of the community. That proves to me that we have done our part to engage young professionals and develop the next generation of leaders.”

The Tradition Continues

“It is reassuring to see the number of founders of this organization who are still living, working and raising their families here,” Greving said. “Take, for instance, Matt Randall, Steph Nigh, David Orth, Allyson Walter, Chris Eggert, Kori Heuss, Nicole Gebhart, Austin Woodin and Stacy Dreyer. These are leaders in our community who were dedicated to building this organization, and it’s an honor to follow in their footsteps.”

To join YPA, visit the YPA website at www.ypames.com or call Sarah Buss at the Ames Chamber at (515) 232-2310. Discounts apply for businesses that register multiple members.

More details regarding the ten-year anniversary celebration will be announced throughout the year, so stay tuned.

Volunteer for Kids Zone

The Community Outreach and Partnerships Committee is preparing for the 2012 Ames Main Street Farmers’ Market where we will host the Kids Zone again.

The Farmers’ Market starts on May 5, and we look forward to another successful Kids Zone booth. We plan to partner again with area organizations to present a children’s activity each week that promotes healthy living.

YPA is recruiting volunteers for various weekends of the Farmers’ Market. Please email Jenni Talbott at jtalbott@mcfarlandclinic.com if you would like to volunteer or are interested in learning more about our fun-filled Kids Zone.



CHAMBER OF COMMERCE PHOTOS

The YPA Kids Zone hosted a make your own pinwheel craft session!

YPA reads with more than 600 students

On March 1 and 2, YPA volunteers read to more than 600 Ames-area first- and second-grade students as part

of the YPA Read With Me program.

Each fall, volunteers with Read With Me visit Ames preschool and kindergarten classes. As part of the program, YPA donates a book to each child to take home.

Now in its tenth year, Read With Me continues to be a rewarding experience for YPA volunteers who get to see the excitement the children have for reading.



2012 YPA Board

President Shelly Greving, Iowa 4-H Foundation

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

President-Elect Jenny Pollard, Iowa State University Alumni Association

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

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

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

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

Marketing Chair Andrea Hammes Dodge, Mary Greeley Medical Center

Marketing Co-Chair Sara Houlihan, North Grand Mall

Social Chair Tera Lawson, Iowa State University

Social Co-Chair Haley Cook, Ames Convention and Visitors Bureau
Chamber Liaison/Staff Sarah Buss, Ames Chamber of Commerce

Upcoming events

• **Thursday, April 12:** ThAW (location TBA)

• **Thursday, April 26:** Entrepreneurial Lunch and Learn, featuring a panel of local business owners (Oakwood Road Church)

Thank you to our 2011-12 sponsors

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

Connect with YPA

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



WELLMARK BLUE CROSS AND BLUE SHIELD

Go BLUE for Ames and for you

The Ames Blue Zones Project Advisory Board received confirmation in February that Ames had been selected as a finalist for a Blue Zones demonstration community.

Officials from Wellmark Blue Cross and Blue Shield and Healthways, sponsors of the Blue Zones Project in Iowa, contacted members of the community coalition to announce Ames as one of 11 finalists. The Ames community advanced to participate in a community site visit with Blue Zones Project representatives on Feb. 27.

The Blue Zones Project is a collaboration between Wellmark Blue Cross and Blue Shield and Healthways to help make Iowa the first in the nation for well-being as measured by the Gallup-Healthways Well Being Index. As part of Iowa's Healthiest State Initiative, Blue Zones demonstration communities will work to implement environmental and social initiatives identified from global research to increase the lifespan, health, and wellbeing of residents. Also, these cities would operate as models for other communities to follow.

Citizen support continues to be a key component for a community being selected as an official demonstration site. It is important that at least 25 percent of the community residents pledge support. To support



Ames as a finalist or for more information, residents should pledge citizen support at www.amesbluezonesproject.com or text by typing BZP to the number 772937.

Get in the know and join our networking structure by "liking" us on Facebook by visiting www.facebook.com/amesbluezones and following us on Twitter using @Ames-IABlueZones.

Communities selected to be a model Blue Zone will be notified in May 2012.

What are the principles of Blue Zones?

Researchers found that people who live in Blue Zones

share nine common lifestyle behaviors that have a direct impact on their increased well-being and longevity. These principles called Power 9 Principles are:

- **Move Naturally:** We get more physical activity naturally if we live in walkable communities, de-convenience our homes, and grow gardens.

- **Know Your Purpose:** People who know why they wake up in the morning live up to seven years longer than those who don't.

- **Down Shift:** To reverse inflammation related to every major age-related disease, find time each day to meditate,

nap, pray or enjoy a happy hour.

- **80 percent Rule:** It takes your stomach 20 minutes to tell your brain it is full, causing most people to accidentally overeat; so stop eating when you feel 80 percent full.

- **Plant Slant:** Eat mostly a plant-based diet that is heavy on beans, nuts, and green plants. This is consistent with the USDA's MyPlate recommendations to make fruits, vegetables and grains the majority of your intake.

- **Wine at 5:** If you have a healthy relationship to alcohol, one to two glasses of wine daily could help add years to your life, especially when consumed with a healthy diet.

- **Family First:** Living in a thriving family is worth half a dozen extra years of life expectancy. Invest time in your kids, nurture a monogamous relationship and keep your aging parents nearby.

- **Belong:** Reconnect, reconnect or explore a new faith-based community. No matter which faith, studies found that people who show up to their faith community four times a month live an extra 4-14 years.

- **Right Tribe:** Your friends have a long-term impact on your well-being. Expanding your social circle to include health-minded, supportive people might be the most powerful thing you can do to add years to your life.

MAIN STREET CULTURAL DISTRICT

MSCD Volunteer of the Year announced

More than 5,000 volunteer hours were logged by Main Street contributors over the past year, several of whom who have gone far above and beyond the rest to invest their time to see the Main Street Cultural District succeed.

For the past several years, one individual in particular has been a strong supporter of the district. This year, the district nominated Judy Gilger, of Gilger Designs, as the Volunteer of the Year for 2011. Judy's contributions to Downtown



Judy Gilger

2011 Volunteer of the Year

Ames are immeasurable. Not only is she a dedicated advocate of the district, but she also gives countless hours to improving the Downtown Ames area as the Design Committee Chair.

Judy, along with the dedicated Design Committee, spearheaded numerous projects as part of the Downtown Beautification initiative. For the past several years, she has donated several hours to help coordinate the planting and procurement of flowers for the large planters throughout the district. These planters give a distinct identity to the district and greatly improve the overall aesthetic of downtown.

Each of these planters requires a number of volunteers to help plant the beautiful flowers. Judy has been integral in not only finding volunteers and in helping coordinate the project, but in providing physical labor as well.

In addition to the planters, Judy and the Design Committee were also original developers of the Downtown Sit-down project, an MSCD fundraiser which sells downtown benches to spon-



CHAMBER OF COMMERCE PHOTO

Get your scavenger hunt card signed at 10 stores and enter to win great prizes.

sors that are then painted by an artist of their choosing. In 2011, ten benches were sold, amounting to \$10,000 raised for the MSCD. Judy, along with the Design Committee, spearheaded the fundraising process finding sponsors for the benches and also researched the process for prepping the benches for painting. The teak benches require a lengthy process of scrubbing and stripping to extract oils from the wood which takes an average of *five hours* per bench. Judy generously gave her time to help prep several of the benches in the project. In addition, Judy and her husband, Mike,

sponsored a bench of their own.

Judy is an outstanding contributing member of the Ames Community and a truly devoted volunteer. Her generosity and love for the Main Street Cultural District has greatly enhanced the public image of downtown Ames. Without her hard work and dedication, these projects would not have turned into the wonderful successes they are today. Judy was honored at the Ames Chamber of Commerce Annual Dinner in early February, and will be honored further at the Main Street Iowa Annual Awards Dinner in May.

Visit Downtown Ames for the Easter Egg Scavenger Hunt

The Main Street Cultural District is hosting its third-annual Easter Egg Scavenger Hunt. The scavenger hunt is a two-week,

Continued on the following page



CHAMBER OF COMMERCE PHOTO

This beautiful bench is sponsored by Gilger Designs.

fun-filled shopping event that runs from Saturday, March 24, to Saturday, April 7.

During the event, participating businesses hide an egg in their stores for community members to find. Over the two weeks, as community members visit local downtown stores, they are encouraged to look for the hidden eggs. Every time a hidden egg is found, the store will place a mark on the Main Street Cultural District supplied scavenger hunt card. Participants who find at least 10 eggs are entered into a drawing to win one of more than 30 fabulous prizes. Participants who find all the eggs will be entered to win the grand prize.

Scavenger hunt cards may be picked up at the Main Street Cultural District, 312 Main St., in downtown Ames or at participating businesses beginning March 24. For more information, please contact the MSCD office

at (515) 233-3472 or visit www.mainstreetculturaldistrict.com to download the scavenger hunt card.

This year's event is sponsored by Alpha Copies.

Ames Main Street Farmers' Market accepting applications

The Ames Chamber of Commerce and Main Street Cultural District are gearing up for the kickoff of the second season of the Ames Main Street Farmers' Market on May 5. The weekly farmers market will extend into a full six-month season due to the phenomenal success from



its inaugural year. The market will be open Saturday mornings 8 a.m. to noon through the end of October.

There is still space for a number of full-time vendors to apply. The rules and application may be found

on the market website at www.AmesMainStreetFarmersMarket.com. Growers, crafters, musicians and other interested parties can request more information by contacting Tom Drenthe, market manager, at (515) 233-3472 or director@amesdowntown.org.

Anyone interested in volunteering may contact Mandy McWherter, MSCD events coordinator, at events@amesdowntown.org.

About Us:

The Main Street Cultural District in Ames was established on January 1, 2004. It is the result of a two-year local initiative to create a unique identity and focus for downtown. The presence of key cultural institutions in the Main Street area — along with unique, locally owned businesses — made this move a logical development. The Main Street Cultural District mission is to advance and promote downtown as the destination district in the heart of the Ames community. The concept has been strongly embraced by numerous community businesses, organizations, and individual residents. Main Street Cultural District is an investor-based organization, open to anyone in the community that would like to support its development and enjoy its benefits.