

NEWS

Chamber organizes China business mission

The Ames Chamber of Commerce and the Greater Des Moines Partnership have joined to organize a business mission trip this September to Shanghai and Beijing, China. The trip will provide participants with opportunities to explore new business relationships in China by visiting the U.S. embassy, attending business trade shows and conducting meetings with Chinese companies. There will also be time for leisure activities and guided sightseeing excursions to historical locations.

In addition, the Central Iowa travelers will get to visit and learn from Iowa companies who have offices and staff working in China. These businesses include Fawn Engineering, Hy-line International, John Deere, Kemin Industries, Pioneer Hi-Bred — A DuPont Company, and The Principal Financial Group.

While this is the first experience of its kind for the Ames Chamber, trip organizers from Des Moines have coordinated several similar excursions including one for the GDMP in 1995.

Ames Chamber President and CEO Dan Culhane believes this is a tremendous opportunity for a variety



of businesses and individuals in Story County.

“It’s no secret that Ames is home to several global companies and a University known internationally for its contributions to the world. We already have several business ties to Asia, and it’s in our best interests to take advantage of an opportunity to develop better and establish more relationships that keep Central Iowa on the world trade map.”

Registered participants will leave from the Des Moines International Airport on Wednesday, Sept. 1, and return on Wednesday, Sept. 8. An optional two-day extension will offer participants a tour of Shijiazhuang.

Those electing to travel to Shijiazhuang will return to Des Moines on Saturday, Sept. 11.

The trip fee, which is estimated to be from \$3,000 to \$3,500 per person (depending on room occupancy), will include roundtrip airfare departing and returning to Des Moines, high-quality accommodations at Holiday Inn Great Wall in Shanghai and Dongjiaominxiang Hotel in Beijing, three daily meals, all transfers fees to and from airports, daily bus transportation, one day admission, and transportation to and from Expo Shanghai and VIV China in Beijing, group tour guides, luggage handling, and ground transportation. The trip fee must be paid in full by Tuesday, May 25. Final cost, itinerary and registration details will be announced by the Ames Chamber and the GDMP in early April.

Group orientation sessions will be held throughout the summer to confirm trip goals and objectives, to provide general information about China and to review travel procedures. For more information about the September China mission, please contact Dan Culhane at 232-2310 or dan@ameschamber.com.

GOLF DAY

Chamber Golf Day is May 14

EXECUTIVE SPONSOR



CORPORATE SPONSORS



It’s time to get ready for the Ames Chamber of Commerce Annual Golf Day! Check your calendar and get your foursome ready for 18 holes on the afternoon of Friday, May 14, at the Ames Golf and Country Club. Cost to play is \$360 per foursome or \$90 per golfer, which includes green fees, cart, lunch and more. Non-chamber members are eligible to play with Chamber member teams, but will be charged \$115 per golfer. Registrations will be available online at the Chamber Web site beginning Friday, April 16.

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



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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.

BUSINESS IMPROVEMENT FORUM

Continuous improvement

Forum Sponsor: Fox Engineering Inc.
7:30 a.m. Thursday, April 15
Sauer-Danfoss Inc., 2800 E. 13th St.
Food and Beverage Sponsor: West Ames Hy-Vee

Emloyees of Ames Chamber businesses are invited to attend our next Business Improvement Forum on Thursday, April 15, when we will discuss “Continuous Improvement: Using Quality to Improve the Bottom Line,” as part of the 2010 Business Skills Professional Development Series. Please RSVP by Wednesday, April 14, by registering on our Web site at www.ameschamber.com or by calling Crystal at 232-2310.

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



CHAMBER OF COMMERCE PHOTO

Dave Prochaska (Story Construction Company), left, presents to Chamber members during the March Business Improvement Forum.

LUNCH AND LEARN

Customer Awareness: Exceptional service

11:30 a.m. Tuesday, April 13,
Somerset Clubhouse,
2400 Aspen Road
Food Sponsor: Flame’n’Skewer

Chamber members and non-members are invited to attend “Customer Awareness: Exceptional Service,” present-

ed by Donna Gilligan (The Gilligan Group) on Tuesday, April 13.

Registration is just \$15 for Chamber members (\$25 for non-members) and includes lunch. Register for this event on our Web site at www.ameschamber.com or by calling Crystal at (515) 232-2310.

Please register by Thursday, April 8.

Continued from previous page

In the meantime, in addition to forming a team, we invite you to reserve your spot as a sponsor and take advantage of the opportunity to get your business name out to hundreds of business professionals.

Sponsorship levels include:

- **Hole Sponsor:** \$250 (holes available on first-come, first-serve basis) includes hole signage, advertising and approximately 200 golfers at your hole.

- **Beverage Sponsor:** \$100 includes signage

- **Prize Sponsor:** Donate new items in multiples of four (examples: gift certificates, golf supplies, food/beverage packages, gift baskets, event tickets, electronics, office gadgets, etc.)

For more information, contact Cindy at cindy@ameschamber.com.

■ AMES CHAMBER DAY

Rescheduled Day at the Capitol brings lunch and thanks to legislators

The weather didn't stand in the way this time! After rescheduling the original snowed-out Ames Chamber Day at the Capitol event from February, the State Capitol welcomed more than 15 booths representing Ames Chamber businesses and organizations on March 15. While most of the organizations represented had been recipients of some kind of state assistance in the past, including economic development incentives, all the booths participated to display the dynamic opportunities growing in Ames.

In addition to the showcase of Ames businesses, the Chamber and their sponsors also provided a lunch catered by Hickory Park to all the State legislators and their staff members as a way to say "thank you" not only for the attention and funding that has come to Ames and its entities over the years, but also for the service our elected officials provide their constituents. After going through the lunch line, the guests also received a custom-wrapped box of pasta donated by Barilla.

With just a couple weeks to go in the official Iowa legislative session, the Ames Chamber also used the event to encourage the senators and representatives to do what they can to promote a climate that allows businesses to thrive in the state of Iowa.

The Ames Chamber thanks this year's Day at the Capitol booth sponsors:

- Ames Home Builders Association
- Becker Underwood
- City of Ames
- GlobalVetLink
- Greater Iowa Credit Union
- Iowa State University
- ISU Research Park
- iSEEK Corporation
- Mary Greeley Medical Center
- PowerFilm Inc.



CHAMBER OF COMMERCE PHOTO

Left: Representative Lisa Heddens picks up a custom-wrapped box of Barilla pasta that was given to all the Ames Chamber guests at the Capitol.

Above: Story County Treasurer Dave Jamison stopped by to say hello to the Ames businesses on display at the Capitol.



CHAMBER OF COMMERCE PHOTO

Above: Legislators and staff hurried down to get a free Hickory Park lunch provided by the Ames Chamber and our sponsors.

Right: Becker Underwood's colorful display showed a variety of products and applications from their companies.



■ CENSUS Claim Ames in 2010 Census

Census 2010 forms will arrive in mailboxes throughout the month of March. When you fill out the census form, you're making a statement about what resources our community needs for the future. Census data is used for two very important decisions, including deciding a community's share of federal funding and determining political representation. More than \$400 billion in federal funding is distributed annually to communities based on population numbers. That funding goes to things such as education, health care, transportation. Even CyRide receives federal money. That's more than \$4 trillion over a 10-year period for things such as new roads and schools, and services such as job training centers. Additionally, census data determines the distribution of seats in the U.S. House of Representatives and can determine local wards for city council elections.

When your census form arrives, remember it's important to complete it and mail it back. When you do the math, it's easy to see what an accurate count of residents can do for our community. Better infrastructure. More services. A brighter tomorrow for everyone. The form is short, only 10 questions, and it takes only minutes to fill out. The information is confidential and is not shared with other agencies. When your form arrives, do your part and Claim Ames in 2010. Thank you!

■ LEADERSHIP AMES XXIII This year's class serves the community

This year's Leadership Ames class has been gaining a broader view of civic leadership responsibilities and opportunities through direct contact with people and institutions influencing and shaping the Ames community. As part of the class program, members are grouped into teams and complete a community service project of their choosing. Their final project reports will be presented before the class graduates in May. However, as the teams are hard at work now to complete their projects, there are several opportunities for the Ames Chamber membership to get involved.

2010 Claim Ames Census Awareness Campaign. Claim Ames and encouraging Census completion by the Ames community is the goal of this project team. Informing residents of the benefits of completing the Census will be accomplished by making a public service announcement for the city of Ames Channel 12, as well as speaking with community service groups and promoting the Claim Ames campaign at various local events. Contact team member Charlie Kuester, of the city of Ames, at (515) 239-5400 for more information.

Project team: Shannon Bardole (United Way of Story County), Judi Eyles (ISU Pappajohn Center for Entrepreneurship), Nathan Jobe (McFarland Clinic PC), Charlie Kuester (city of Ames), John Lauridson (ISU Book Store).

Pajama Drive for Lutheran Services in Iowa. The youth residing at Lutheran Services in Iowa are in need of basic items such as pajamas, socks, shampoo, games and puzzles. This group will plan and organize a community drive to collect these much needed items. Contact Jenny Pollard, of the ISU Alum-

ni Association, at (515) 294-9603 for more information.

Project team: Sara Clausen (Gateway Hotel & Conference Center), Chris Hicks (LWBJ, LLP), Jenny Pollard (ISU Alumni Association), Bill Talbot (Newbrough Law Firm).

Develop, organize and sustain volunteer schedule to serve meals at Boys and Girls Club. Realizing a need of the Boys and Girls Club of Story County, this project team will develop and organize a volunteer scheduling system to solicit and schedule volunteers to serve the evening meal each day to the youth participating at the Boys and Girls Club. A key component of this project is to design an online volunteer scheduling program compatible with the Boys and Girls Club Web site. For more information, contact Neal Dietz (US Bank) at (515) 239-3601.

Project team: Lynne Carey (Ames Public Library), Neal Dietz (US Bank), Belinda Meis (Lutheran Services in Iowa), Sam Stagg (Haila Architecture, Structure, Planning).

Financial literacy service program for area teens. Partnering with Youth and Shelter Services, this project team will create curriculum that includes information on banks, credit unions, credit cards and budgeting to teach Ames area youth (age 14 to 17) about the basics of financial literacy. The team will also act as facilitators for the financial literacy workshops. For more information, contact Alicia Clancy (REG) at (515) 239-8118.

Project team: Alicia Clancy (Renewable Energy Group), Linda Gibbs (Greater Iowa Credit Union), Aaron Mortvedt (Gateway Hotel & Conference Center), Mike Tretina (Mary Greeley Medical Center).

■ NEWS Business at Breakfast

7:30 a.m. Thursday, April 22
Planet Sub, 2320 Lincoln Way

Join us Thursday, April 22, 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, April 21, to attend. You can register on our Web site at www.ameschamber.com or by calling the Chamber offices at (515) 232-2310. The continental breakfast is free to all attendees, but we need your RSVP to participate. See you at breakfast!

Thank you, Business-to- Business Expo participants!

We would like to thank all our members who participated in our annual Business-to-Business Expo on March 30 at Schemann. With close to 70 businesses and organizations exhibiting, the event was a great opportunity to see the terrific products and services that Ames area businesses have to offer. Check out the May issue of the Ames Business Monthly for photos from the Expo.

CHAMBER Gold MEMBERS

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

ActionCOACH
Alpha Copies
Ames Golf and Country Club
CGA Consultants
Dairy Queen
Davis Chiropractic Services Inc.
Fuji Japanese Steakhouse
ISU Research Park
Lynn's Laser Car Wash
Stenberg Concrete
Thompson Oil
West Towne Pub

Because of contributions from members like these, the Ames Chamber can maintain a level of excellence in the services we provide. All of our Gold Members will be recognized with a Gold Member decal and at our Annual Event.

Ames Chamber and AEDC staff

- **Dan Culhane** President/CEO
- **Eve Doi** Vice President, Communications and Chamber Operations
- **Ron Hallenbeck** Vice President, Existing Industry
- **Cindy Doolittle** Membership Director
- **Crystal Davis** Program Manager
- **Megan Backman** Program Manager
- **Amy Mogren** Finance and Administration Manager
- **Meghan Steward** Receptionist
- **Bob Vohs** Volunteer
- **Angela Moore** Main Street Cultural District Director
- **Jennifer Schill** Main Street Cultural District Events Coordinator

Welcome, new Ames Chamber members

The Chamber welcomes new individual member, **Robert Anderson**, 4038 Stone Brook Road, to our Chamber membership!

Antler-Creative Web Development is a full-service creative studio specializing in Web design, business marketing and brand identity. Each and every project Antler creates is high quality and entirely customized to fit your business. The Antler team believes in building lasting relationships with each and every business they work with. Its Web design team creates effective Web experiences that give customers a new opportunity to retrieve information and services involving their business. Contact Evan Larsen, marketing specialist, by phone at (712) 304-4227 or by e-mail at antler@antler-creative.com.

The Chamber welcomes new individual member **Susan Clark**, 419 Lynn Ave., to our Chamber membership!

El Azteca, located at 1520 South Dayton Road, is a restaurant where you can find Mexican food that is hot, fast and tasty. The wait staff is efficient, courteous and will always satisfy their customers. Be watching for the opening of its new location on Stange Avenue, and visit its newly expanded location on South Dayton in the meantime. For information, call Al at (515) 232-0116.

Midland Power Cooperative is an electrical distribution cooperative located in central Iowa. It serves approximately 9,200 households, businesses and organizations that purchase more than 237 million kilowatt-hours annually. Located at 1005 E. Lincolnway in Jefferson, Midland is a member-owned, nonprofit electric cooperative that provides reliable, competitively priced electric energy to businesses, industries, farms and homes in all or portions of 13 counties. Visit its Web site at www.midlandpower.com or call (800) 833-8876 for more information.

Windsor Oaks Senior Living is located in a beautiful wooded residential neighborhood at 1100 Adams St. in north Ames. On April 3, 2000, the first group of friends and neighbor moved into this spacious setting. Windsor Oaks offers a maintenance-free lifestyle for those ages 55 and older. Twenty-eight units with 11 different floor plans provide a great way to enjoy life in Ames. Call Marti Elston at (515) 233-0383 or visit the Web site at www.WindsorOaksSeniors.com for more information.

Join the Chamber!

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).

■ RIBBON CUTTINGS



Iowa Home Crafters recently moved to a new location at 1175 McCormick Ave. and celebrated with a ribbon cutting on Feb. 17. It is a construction company that specializes in new home construction, additions, remodels, custom cabinetry, closet systems, wood carving as well as energy and sustainable home evaluations. It focuses on green building techniques and practices. Call David at (515) 292-5274 for more information. www.iowa-green-homes.com.

CHAMBER OF COMMERCE PHOTO



CHAMBER OF COMMERCE PHOTO

Celebrations Party and Wedding Store had a ribbon cutting on Feb. 16 to celebrate one year at their new location. Celebrations is a special event company offering party supplies, stationery, gifts and rental items. It also offers set-up and decorating for special events anywhere in Iowa. Call owner Stephanie at 268-9333 or stop by 546 Main St. to visit the store. www.celebrationsames.com.

■ AMES CHAMBER OF COMMERCE AMBASSADORS

Kim Behrendt, Wells Fargo Bank
David Benton, Wells Fargo Bank
Steve Bock, RE/MAX
Adam Boeding, First American Bank
Dominic Boomgarden, U.S. Bank
Paula Brown, First American Bank
Ross Buffington, Exchange State Bank
Kristi Carlberg, Dentistry at Somerset
John Coder, Ames Community Bank
Stacy Dreyer, First National Bank
Linda Gibbs, Greater Iowa Credit Union
Casey Roth, 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
Sara Lehman, First National Bank
Joy Leister, Valley Bank
Ryan Lynch, First National Bank
Lauris Olson, Ames Bulletin
David Orth, Special Olympics Iowa
Tom Randall, Tom Randall Real Estate Team
Cindy Schwickerath, Heartland Technology Solutions
Mary Beth Scott, The Tribune/About People
Nathan Scott, U.S. Bank
Michael Sills, OnMedia Precision TV Advertising
Kristine Snyder, Gateway Hotel and Conference Center
Terry Stark, Chocolaterie Stam
Jillian Stevens, Ames Bulletin Board/Ames News Online
Amy Jo Watzek, Sam's club
Austin Woodin, Edward Jones Investments

■ RIBBON CUTTINGS

American Family Insurance, John Fuhs, celebrated a new business with a ribbon cutting on Feb. 23. American Family Insurance offers insurance products to meet your needs no matter what your situation or life stage. Fuhs will work hard to understand your needs and earn your trust. Call John at (515) 232-3847 or stop by his office at 406 Main St. www.johnathanfuhs.com.

CHAMBER OF COMMERCE PHOTO



Lee's Cellular and More Inc. is a family owned business that has been located in Campustown since 2007. Employees work with you before, during and after the sale to ensure your happiness with your device and your service plan. They prides themselves on being available to answer any question and help solve any problem. The store also guarantees the best rates in town on PC repair. Call Lee at (515) 292-5300 or stop by 127 Welch Ave. www.lee'scellularandmore.com.

CHAMBER OF COMMERCE PHOTO



UPCOMING RIBBON CUTTINGS:

- 11 a.m. Thursday, April 1 | **Bartholomew Chiropractic** | 2721 Stange Road Suite 101
- 11 a.m. Wednesday, April 7 | **Tom Randall Real Estate Team** | 207 South Third St.
- 10:30 a.m. Wednesday, April 14 | **His and Hers Styling Salon** | 413 Main St.

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 at (515) 232-2310 to schedule a Ribbon Cutting of your own!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
April calendar				1 11 a.m.: R/C Barth. Chiropractic <i>Fool-proof your business with the Ames Chamber!</i>	2 Noon: Gov't Affairs <i>Good Friday</i>	3
4 <i>Easter</i>	5	6	7 8 a.m.: Leadership Ames (ISU) 11 a.m.: R/C Tom Randall RE Noon: Membership Committee (C)	8	9 5 p.m.: YPA FAW (Prairie Moon)	10
11	12	13 11:30 a.m.: Prof. Dev Lunch series (Somerset)	14 10:30 a.m.: R/C His and Hers Salon	15 7:30 a.m.: Business Improvement Forum (Sauer) 5 p.m.: Business After Hours (LSI) <i>Income taxes due</i>	16	17 <i>Veishea</i>
18	19	20 8 a.m.: Leadership Ames	21 <i>Administrative Professionals Day</i>	22 7:30 a.m.: Business@Breakfast	23 Noon: Legislative Luncheon	24
25	26	27	28	29	30	

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

April showers bring May flowers.

Please join Lutheran Services in Iowa for **April's Business After Hours**. Let's celebrate spring! April is Month of the Young Child and National Prevent Child Abuse Month. Come play with us and be a kid again!

Thursday, April 15
5:00 p.m. - 7:00 p.m.
1323 Northwestern Ave
Beloit Multipurpose Room

Lutheran Services

■ MAIN STREET CULTURAL DISTRICT Dressing up Downtown

Join us for a fashionable afternoon downtown! Dressing up Downtown will be at 2 p.m., Sunday, May 2, at Wells Fargo Bank on Main Street. This event will offer glimpses of unique fashions and eclectic accessories that are available throughout the entire Main Street Cultural District. There will be a runway show to start the event, which will feature ensembles created by Cultural District Investor businesses.

"We hope to have collaboration between stores to create complete outfits" said Andrea Gronau, chair of the district's promotions committee.

Following the runway show, the models will mingle with the audience, so details may be seen up close. At this time, we will also feature treats and refreshments from Cultural District investor businesses. You will have the opportunity to browse and purchase from displays for yourself or someone special. This event is the weekend before Mother's Day and will give attendees great opportunities to finalize their shopping for Mom, and perhaps get a great start to their shopping for Dad.

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This event has been planned to allow the public to see, all in one place, all of the potential downtown has to offer them in the world of fashion and treats. Tickets for the event are \$10 and are available at participating district businesses. All proceeds will directly benefit Main Street Cultural District public events and promotions.

In addition to enjoying a treat and viewing and purchasing fashionable items, you will also have the opportunity to have a fashionable photo taken. The district has several investor photographers, and they will be available to photograph you and your friends or family. So coordinate your own fashions and have your smiles ready.

If you haven't seen downtown, this is your chance to see it all: sports wear, jewelry, shoes, handbags and other fun accessories, formal clothing, casual clothing, makeup and hair fashion, ISU gear, aprons, and more. Join us for this exciting new event.

Welcoming Angela Moore: Q and A with the new director of the Main Street Cultural District



Moore
MSCD director

Q What's the first thing you're doing?

A I've already jumped into the position with both feet. There is so much going on; I am following the Main Street Cultural District board's direction with big projects. Main Street Iowa, a new designation MSCD received in 2009 provides architecture and design help to buildings in renovations, both inside and out. Through Main Street Iowa, the MSCD board

has grown and changed to incorporate the "Four Point Approach" of promotion, organization, design and business improvement. I see much strength and direction coming from the board with new events being planned and new projects created. The Ames Foundation is moving forward with an Ames beautification project starting with downtown, and the MSCD design committee is excited to get involved with this project.

Q Has the Main Street Cultural District changed much in the past few years?

A Downtown has changed a lot (and not so much) in the past three years since I was the director. Many of the same friendly faces are downtown, working hard to bring new customers to their businesses. New stores have also opened that bring new opportunities for marketing our downtown to Ames and Central Iowa.

In 2005, we created an event called Wild Women's Weekend that showcased downtown shops in interactive ways. While I don't know if the whole event will come back, elements of it are still happening and will keep growing. For example, the Ames Chocolate Tours have been a huge success. They include learning how to mold chocolate at Temptations on Main, learning the history of chocolate from Chocolaterie Stam and a cooking demonstration at Cook's Emporium. The Dressing up Downtown fashion show in early May will feature tasty treats and fun clothing and accessories from many unique shops, including the newly opened Ms. Meyer's Clothing Store, along with many other stores that have called the Main Street Cultural District their home for years and years.

Q What new opportunities do you see for the district?

A From working at the Bureau, I have had the privilege to work with bus groups and reunions in planning fun day-long events. This is a market I plan to continue to grow by helping each group plan its own unique day. We can set up historical walking tours, flo-

ral arranging demonstrations, spa pampering packages, interactive arts and crafts projects and much more. I want to help continue the growth of main streetculturaldistrict.com, the district's Facebook page, and the customer newsletter to include more events happening downtown all year long and encourage everyone to be "in the know" about what's going on in the Cultural District.

Q Anything else we can look forward to?

A So much more, and I've barely just begun. I'm very excited to be coming to the district in 2010, when Main "Street" turns 100 years old. I'm looking forward to all the fun this anniversary will bring us! Thanks to the hard work of Jennifer Schill, event coordinator and Andrea Gronau, promotions chair, here are a few events the community will have the opportunity to participate in and attend in the coming months:

- May 2: Dressing up Downtown Fashion Show at Wells Fargo.
- May 27: Kick off to Tune in to Main Street (10-week concert series with tons of fun for the whole family).
- June 4: ArtWalk.
- July 4: Fourth of July Parade and Festival.

Q As a member of the community, how could I get involved?

A If you're not already an investor in the Main Street Cultural District, now is the time to join. I've heard from so many people in the community with great ideas about downtown; being an investor gives you even more opportunity to have your voice heard and help in the planning process for a variety of projects. Join a committee, come to the meetings and get involved to help our Main Street Cultural District grow to its biggest potential.

Q How can we contact you?

A Call the office at (515) 233-3472, or e-mail me (Angela Moore) at director@mainstreetculturaldistrict.com.

National Main Street Conference to be held in Iowa in 2011

The National Trust Main Street Center, a program of the National Trust for Historic Preservation that combines historic preservation and economic development, announced Feb. 15 that it selected Des Moines as host for the 2011 National Main Streets Conference, May 22 to 25, 2011.

The four-day National Main Streets Conference is the only commercial district revitalization, educational and networking event that blends economic development, community revitalization and historic preservation. It provides a forum to share knowledge, best practices and innovative ideas with professionals and volunteers from small and rural towns, suburban communities and large and mid-sized cities from across the nation.

"We chose Des Moines as the site of the 2011 conference because it exemplifies a modern city that has incorporated historic preservation into its downtown development efforts," said Richard Moe, president of the National Trust for Historic Preservation. "Des Moines has discovered the power of preservation in spurring economic development and community revitalization."

Des Moines has experienced a dramatic urban renaissance, with nearly \$2.8 billion spent on a broad range of downtown projects since the turn of the millennium. Downtown Des Moines is home to exceptional cultural institutions and superb recreational and entertainment venues. Historic office buildings have been transformed into stylish restaurants and nightclubs, with a growing collage of progressive, pedestrian-friendly neighborhoods nearby.

"We are honored to host the 2011 National Main Streets Conference during Main Street Iowa's 25th anniversary year," said Gov. Chet Culver. "The hard work and success of Iowa's Main Street communities continues to move Iowa forward. We look forward to providing a great experience for conference attendees."

YOUNG PROFESSIONALS OF AMES



CHAMBER OF COMMERCE PHOTO

Barb Wollan shares her expertise on credit and debt at the March 12 Financial Symposium.

YPs on a smooth road into their financial future

Financial Symposium speakers Stacy Dreyer (First National Bank Ames), Barb Wollan (Iowa State University Extension), Chad Copley (Northwestern Mutual Financial Network) and Laura West (YPA Member and individual Chamber member) gave Ames young professionals the essential tips and tools for financial success on March 12 at the YPA Financial Symposium.

The idea for the symposium was initiated in late 2009.

“The committee put out a call for Lunch and Learn topics and received several requests for financial topics. We received some very good ideas, so we ran with the idea of hosting a half-day symposium devoted to financial topics covering all aspects of financial health and stability. It is such a timely topic for young professionals, and we were excited to see the event come to fruition in March,” said Shelly Greving, 2009 YPA Leadership and Professional Development chair.

Stacy Dreyer, business development officer with First National Bank, Ames, spoke about her passion for budgeting. Dreyer spends one hour each month managing a budget she created for her family based off Dave Ramsey’s model of cash only. Dreyer also suggested setting financial goals and using online programs to track spending such as FinanceWorks and Mint.com.

Barb Wollan, family resource management specialist at Iowa State University Extension, challenged the group to



CHAMBER OF COMMERCE PHOTO

Travis Kramer and Nicole Gebhart converse while they check off boxes on their human bingo cards. This activity served as an ice breaker to kick off the afternoon and enhance the opportunity for networking.

realize the effects of mismanaging debt and also offered ways to manage your credit score. Wollan recommended a free program titled PowerPay in which users can determine how quickly they can pay off their debt as well as manage their spending, saving and other finances.

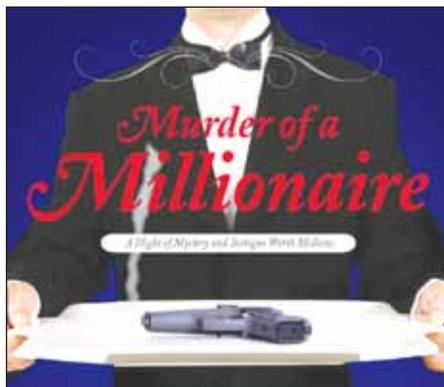
Chad Copley, managing director of Northwestern Mutual Financial Network offered ways to save for your child’s education and also shared information on the purchasing power of your savings in retirement. Copley stated that Northwestern is quoting policies to 121 years of age and reiterated the importance of investing wisely now so that there is enough there for many fruitful retirement years.

Laura West, YPA member and individual Chamber member, pulled the afternoon together with an energy-filled presentation focused on retirement goals. West offered retirement tools that can be found at www.choosetosave.org and www.fool.com.

A theme that carried through the afternoon was goal creation. Without goals for your present and future life, it will be difficult to budget today for tomorrow’s needs and wants.

The YPA Leadership and Professional Development committee will also host a leadership symposium in October. Stay tuned at www.ypames.com for details.

YOUNG PROFESSIONALS OF AMES

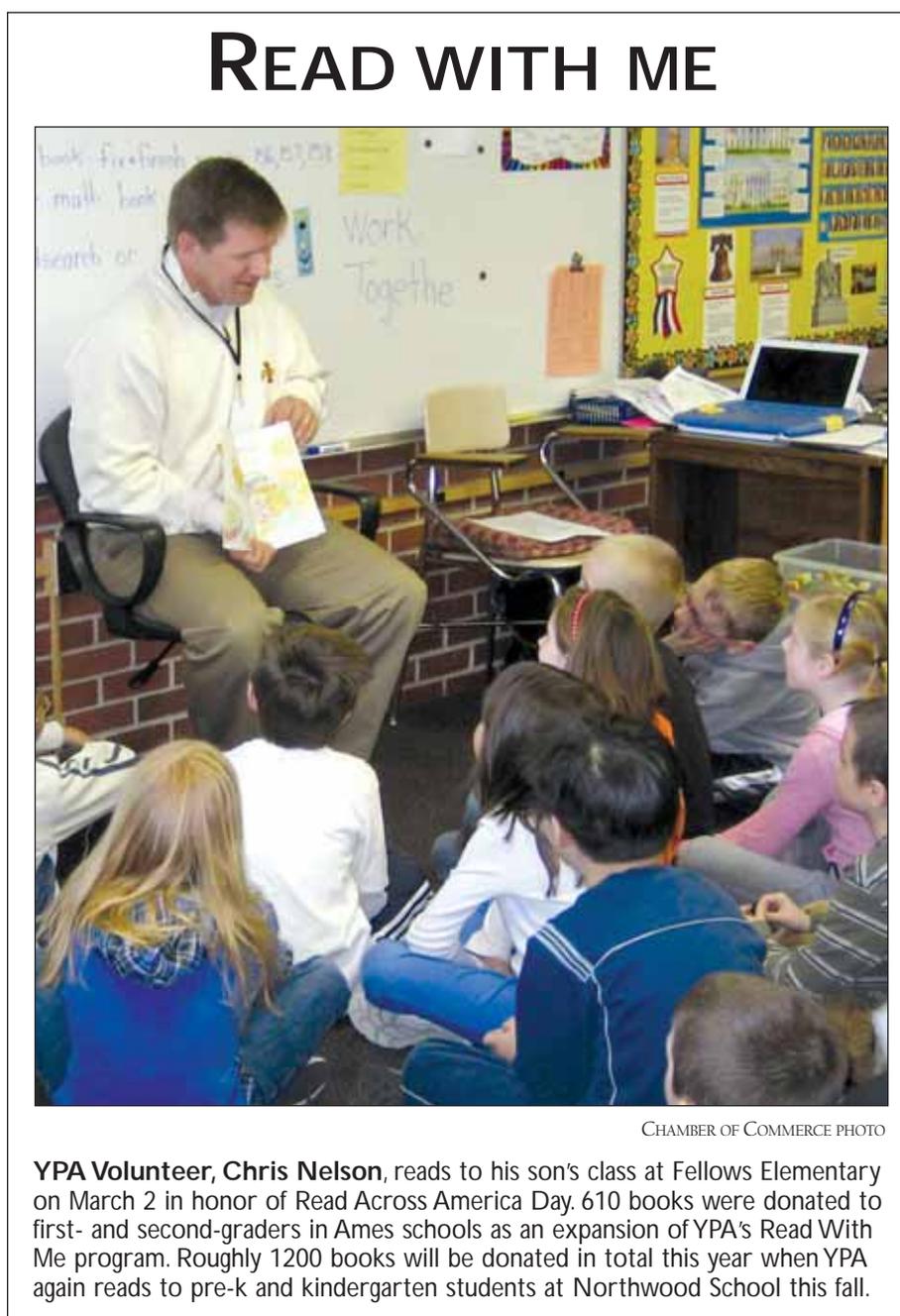


Who Dunit?
YPA members and guests gather to commemorate the Murder of a Millionaire!

To all those excited about a good mystery, YPA members and guests joined together to determine whether they would be deemed an heir to the estate. Between Rick's eccentric ex-wife to his spying servants and the provocative pool boy, everyone had their chance to inherit a piece of Rick A. Rochester's estate, worth millions.

Among Rick's dying wishes, he wanted his will reading to be a party thrown in his honor to gather together the most important people in his life. A great celebration took place up until a sudden BANG when a dear victim went down. What once was a true commemoration of life was now a fight to determine the mystery in a wrongful death. Guests of the party joined in with their help in solving the mysterious death at Mystery Manor on March 26.

Thank you to the guests who joined us for this great event!



CHAMBER OF COMMERCE PHOTO

YPA Volunteer, Chris Nelson, reads to his son's class at Fellows Elementary on March 2 in honor of Read Across America Day. 610 books were donated to first- and second-graders in Ames schools as an expansion of YPA's Read With Me program. Roughly 1200 books will be donated in total this year when YPA again reads to pre-k and kindergarten students at Northwood School this fall.

Mark your calendars for these upcoming YPA events:

Friday After Work: 5 to 7 p.m. April 9, Brewer's

Join us for a beer and free appetizers and networking with your fellow YPs on from 5 to 7 p.m. Friday, April 9, at Brewer's. Remember, the appetizers are on us. Members and nonmembers are welcome.

Card and Poker Night: 5 to 10 p.m. Thursday, April 8, Somerset Clubhouse



Committee meetings

- **Leadership and Professional Development,** Ames Chamber, Noon, April 12.
- **Community Outreach & Partnerships,** Ames Chamber, Noon, April 13.
- **Membership & Social,** Ames Chamber, Noon, April 22.

YPA 2009-10

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

Kick back with YPA and enjoy the company of your fellow YPs with pizza, games, poker, Wii and more. Join us from 5 to 10 p.m. Thursday, April 8, for Card and Game Night at Somerset Clubhouse, 2400 Aspen Road. Please bring your own favorite beverages and a side dish to share to go along with the pizza provided by YPA.

Interested in playing Texas Hold'Em? Be part of the action by registering for the poker game at www.ypames.com. Come early at 5 p.m. for an intro on how to play; the game will begin at 5:15 p.m. There is no fee to participate, and if you go out early, don't worry, you can still take part in the other games like euchre, Wii, Apples to Apples and more.

For more details or to register, go to www.ypames.com and click on Events.

■ AEDC

Ames business climate survey continues

The Ames Economic Development Commission is continuing to work through the massive list of surveys given to more than 500 local businesses. In order to gain a better understanding of doing business within the Ames community and state of Iowa, the Business Climate Survey Program that was kicked off in February hopes to gather information from the remaining companies this month.

Of the 541 total businesses targeted for the survey, 127 were to be done in person, which has taken some time to do. Leading the efforts is AEDC Vice President of Existing Business and Industry Ron Hallenbeck, who is responsible for conducting dozens of the interviews personally. The remaining in-person interviews were assigned to several volunteers from the Young Professionals of Ames.

The person-to-person interviews represent a cross-section of business and industry from the community, however Hallenbeck stresses the importance of the larger number of surveys sent out electronically. The answers from those surveys will truly help round out the community perspective. If a survey has been sent to you or your business and it has not been completed yet, it's not too late to weigh in on the business issues and trends that matter most to you. Please share your opinions and responses as soon as possible so your perspective is captured and represented.

Upon completion of the information gathering and analysis, there will be a comprehensive report prepared to present a combined view of all these businesses and their opinions of doing business in Ames. The AEDC plans to use the information to address what has been successful and what needs attention to continue the growth of our business community.

■ FROM OUR NATION'S CAPITOL

Ames goes to Washington

Delegation brings federal priorities from the community to the nation's capitol

A group from Ames traveled to our nation's capitol March 16 to 18 to advocate for federal needs for the City of Ames, Iowa State University, Mary Greeley Medical Center and a handful of local businesses. Along with Sen. Chuck Grassley, Sen. Tom Harkin and Rep. Tom Latham, the Ames group also had meetings with ISU's Federal Government Relations staff, the U.S. Chamber and federal policy staff for some biofuels industry.

The group also participated in Sen. Harkin's breakfast town meeting he hosts weekly (while the Senate is in session) for Iowans visiting Washington, D.C. Several efforts were made to set up a meeting with U.S. Secretary of Agriculture Tom Vilsack, but the group was unable to get any time with the USDA.

The 2010 Washington, D.C., delegation included the following individuals: Ann Campbell, Ames mayor; Dan Cul-

hane, Ames Chamber and AEDC President/CEO; Maureen Dockstader, Partner at LWBJ Financial (2010 Ames Chamber Board Chair); Eve Doi, Ames Chamber and AEDC vice president of Operations and Communications; Sheri Kyras, Director of Transit for CyRide; Warren Madden, ISU Vice President for Business and Finance; and Steve Schainker, city of Ames city manager.

Prior to the trip, appropriation requests had been made to Iowa's Senators and Congressman Latham regarding some municipal projects and the proposed East 13th Street business park.



CHAMBER OF COMMERCE PHOTO

This year's Ames delegation meets with Congressman Tom Latham in his Washington, D.C., office. Pictured, from left to right, are Sheri Kyras (CyRide), Maureen Dockstader (LWBJ), Dan Culhane (Ames Chamber/AEDC) Mayor Ann Campbell, Congressman Latham, Warren Madden (ISU), Rob Denson (DMACC), Steve Schainker (City of Ames), and Allison Rosenberg (ISU). Not pictured: Eve Doi (Ames Chamber/AEDC).