

COMMUNITY E-NEWSLETTER

FEBRUARY 2022 \cdot ISSUE 2 \cdot VOLUME 2

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A WARM WIDA WELCOME

It is with great pleasure that I welcome Pottawattamie County Community Foundation (PCCF) as our newest WIDA business member.

Founded in 2008, PCCF has served thousands of individuals who share a common interest in improving the quality of life in Pottawattamie County and southwest Iowa. From enhancing local education, improving healthcare, supporting cultural arts, building community awareness, exploring resources for emergency response, and so much more... the impact they have created over the years still affects the lives of residents and businesses daily.

Donors usually have many reasons for giving, but whatever the amount, the motive is usually the same: to make a positive impact on local communities. Creating a fund with PCCF will provide an opportunity for you to give back to your community in an informed and active way. For more information, you can reach out to PCCF by phone or email: 712-256-7007, info@ourpccf.org

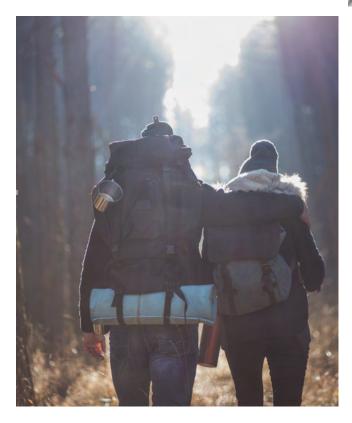
To learn more about some of their recent projects and grants go online to <u>www.ourpccf.org</u>. PCCF is located at 536 E. Broadway in Council Bluffs.

VALENTINE'S DAY GUIDE

SHOP SMALL AND LOCAL FOR VALENTINE'S DAY

Whether you celebrate Valentine's Day, Galentines Day, or Single Person Awareness Day on February 14th, it is closing in quickly! Skip those overpriced buys and shower your loved ones, significant others, friends, pets or even yourself with the greatest kind of love...the local kind.

Between all of our rural communities, we have a wonderful array of shops, services, restaurants and businesses for all your Valentine's Day needs. Whether you enjoy spending the night out on the town with your loved ones or friends, staying home and relaxing with a movie or games, or being active and spontaneous in the outdoors, there is something in our communities for everyone on your list.





Do you and your partner, or friends enjoy being active in the outdoors? Then bring them to the Loess Hills for this Valentine's Day Weekend. Reconnect to nature as a couple, or as friends as you hike through the trails, or take to the powdered ski hills at Mt. Crescent. Just escaping from your devices can be a breath of fresh air. With the gift of quality time, you can almost never go wrong!

Make it a family affair. Take the kids out to the local theater for a movie night or set up a movie day/night at home where you can make dinner and spend quality time together. Baking and decorating heart shaped cookies is also a great way to celebrate the day with the kiddos!

VALENTINE'S DAY GUIDE

SHOP SMALL AND LOCAL FOR VALENTINE'S DAY

Wine

<u>Prairie Crossing Winery</u> (Treynor) <u>Breezy Hills Vineyard & Winery</u> (Minden) <u>Carson Country Store</u> (Carson) <u>Countryside Market</u> (Minden) <u>Blue Cow Market</u> (Neola) <u>Rubacks Food Center</u> (Oakland) <u>Food Land</u> (Avoca)

Sweets

<u>Frosting, Inc.</u> (Walnut) <u>Radberry's Bakery (</u>Avoca) <u>Lilypops</u> (Treynor) <u>Kami's Kookies</u> (Avoca)

Flowers/Bouquets

<u>Avoca Flower Shop</u> (Avoca) <u>Wine Bottle Bouquet</u> (Minden, Breezy Hills)



Services

<u>Ahh-Spirations Massage</u> (Oakland) <u>Tillie's Salon & Boutique</u> (Avoca) <u>PCSF Chiropractic</u> (Oakland & CB)

Gifts for Men

<u>Minden Meat Market (</u>Minden) <u>Gress Locker</u> (Hancock) <u>Keast Chevrolet</u> (Oakland) <u>Olesen Auto Center</u> (Avoca) <u>The Finish Line Car Wash</u> (Carson) <u>Napa Auto Parts</u> (Avoca) <u>STG Games & Analog Store</u> (Walnut)

Gifts for Women

the occasional collective (Treynor) Destination Coffee & Cuisine (Oakland) Treynor Java Supply (Treynor) Amy's Attic (Carson) Millie McKeever's Home Decor (Walnut) Twisted Sisters Boutique (Neola) S by S Boutique (Crescent) Blossoms (Oakland) Penny's Visions Art Gallery (Neola) Painted Camel Gallery (Macedonia) B Restored (Walnut) The Lovely Lotus Boutique (Crescent)

Movie Tickets

<u>Dreamland Theater</u> (Carson) <u>Phoenix Movie Theater</u> (Neola)

Restaurants & Grills

Casa Mexicana (Avoca) Jake's Station (Hancock) The Back Forty (Macedonia) Embers (Avoca) <u>Dew Drop Inn</u> (McClelland) Pink Poodle (Crescent) Garcia's Family Mexican (Underwood) The Buck Snort (Neola) The Buck Snort (Oakland) The Bar'N And Grill (Carson) El Sol Family Mexican (Oakland) The Aeroplane Inn (Honey Creek) Silos (Treynor) Henry's Diner (Crescent) Minden Bowl Cafe & Lounge (Minden) <u>The Exchange Lounge (Avoca)</u> Denny's Place (Crescent) Game Time Sports Grill and Bar (Avoca) Crescent Roadhouse Bar & Grill (Crescent) I-80 Lounge (Underwood) American Pie Cafe (Avoca)

VALENTINE'S DAY GUIDE

SHOP SMALL AND LOCAL FOR VALENTINE'S DAY





Sponsor their WIDA Membership

If your business is doing well and you want to help one that is either starting out or struggling right now, please consider helping them out by sponsoring a one-year membership with Western Iowa Development Association. Small businesses and new businesses alike can sometimes have limited marketing funds OR may still be recovering from COVID-19 business restrictions and losses. Your generous gift can either be recognized or can remain anonymous, but will allow tangible promotion, support, and networking opportunities for those in need. Please call the WIDA office at 712-482-3029 to discuss levels of membership assistance or send an email to Kristine4WIDA@outlook.com. CARSON, IOWA

New business, Casson Farm and Auto is set to overhaul Carson, Iowa! Owners, Amy and Jamie Casson celebrated with a Grand Opening/Red Ribbon Cutting Ceremony on Tuesday, February 1. "Our mission: Small town shop with small town prices, " they stated! The Iowa natives followed quite the path to reach their current destination. After meeting at the age of 16 and dating for almost a year, Amy moved to Texas. After 17 years apart, they reconnected through Facebook. Amy and her kids moved back to Iowa, where her and Jamie now have 6 children together. "We love our farm life... raising bottle calves, and chickens and are looking forward to growing our farm in the springtime."



While the Casson's have had some small challenges with the process of starting a new business, they are starting to get everything set up the way they want it. With Jamie being ASE master tech certified, he will be doing full service automotive work while Amy will be selling vegetables and farm fresh eggs at the shop in the spring. Hence the name "Farm and Auto." Their plan is to bring friendly, fast and reliable service to Carson and surrounding communities. If there is a problem with your vehicle, they will figure it out. "Being small business owners in Carson, means providing the highest quality work along with being honest and loyal." Amy and Jamie have had a long journey to get to where they are, but for them the most rewarding part is knowing that their dream is finally coming true.

Speaking with the Casson's about future endeavors, it is clear that this is a true "family" business. "The kids want to be involved by baking cookies, making lemonade and other things, so we will strive to show our kids that working hard pays off in life." With the kids being in the Riverside School District, the couple plans on being fully involved in the community and will strive to help in any way possible.

"From our family, friends and the community, we want to give a huge shoutout to everyone that has helped and directed us along the way." Amy & Jamie

TREYNOR, IOWA

In January, the city of Treynor approved to spend up to \$65,000 for water and sewer infrastructure costs towards the development of the new Treynor Splash Pad located on Treynor Vision grounds.

With an estimated groundbreaking date of Spring 2022, the T-REC Park is moving forward quickly with plans to include a Splash Pad, Tristan's Trail, Fit Hill, Dexter's Dream Playground and a shaded area with tables. Years in the making, the park will be a destination and the first-ofits-kind experience for Pottawattamie County. For the White's and the Anderson's... all of those who had the vision, and who dared and dreamed to bring it to fruition, this labor of love project has been an amazing inspiration and will have a huge impact on Treynor and surrounding communities for years to come. Designed as a series of inclusive, accessible and safe outdoor spaces, the park will allow visitors to exercise, to connect with nature, to explore and grow close to home yet far enough from the distractions and often overwhelming stimuli of everyday outside life.

It is truly amazing to see the progress that is happening on the T-REC Park and we cannot wait to see everyone enjoy it soon!



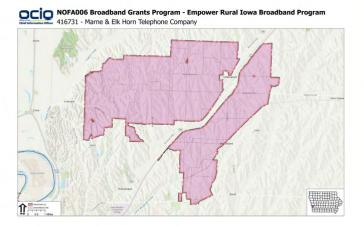




ELK HORN, IOWA

Marne Elk Horn bring fiber projects to Western Iowa

In the next several years, underserved Internet customers in western Iowa will be served with Marne Elk Horn fiber Internet after we complete fiber projects in the region. Recently, we announced our acceptance of the \$4.5 million grant award from the Empower Rural Iowa Broadband Grant program, highlighted below is the area that will receive fiber.



Fiber construction:

- **City of Exira** Fiber is coming to the City of Exira in the spring of 2022. Crews will begin burying the main line as soon as weather permits. Home inspections are being completed daily to prepare for fiber installations in the Fall of 2022.
- Rural Underwood (East of I-80) Fiber is coming to this rural area in the Spring of 2022, weather and supply chain permitting. Technicians are completing home inspections at this time to prepare for 2022 installations.
- Rural Underwood (West of I-80) Fiber is coming to this rural area in the Spring of 2023 or hopefully earlier, weather and supply chain permitting.
- City of Neola Our construction crew is anxious for spring weather to allow
 them to continue burying fiber. In the meantime, technicians are busy with
 home inspections to determine the best placement for fiber. Watch for lots of
 Marne Elk Horn activity when the ground thaws in 2022!
- **City of Avoca** We have connected nearly three fourths of our Avoca customers to fiber and are continuing installations this winter to complete the project.

See more about fiber projects at www.metc.net/fiber & www.metc.net/2022-fiber-project-details



What others are saying . . .

I was more than thrilled to hear Marne Elk Horn is bringing Fiber to my home this spring. I have had very unreliable internet service for the past 13 years since building our home in the area.

Marne Elk Horn fiber will allow me to do many things that currently are not possible. I will be able to do online streaming and will be able to play along with my Grandson while he is online gaming. My son and daughter will also appreciate not having to cut a visit short due to having to head home when they need to access their work from my house. This is going to be a huge change for me and my family, one we have been patiently waiting for, for many years. Thank you very much Marne Elk Horn!

Lynn Ernst - Underwood

I really appreciate all the good people at Marne Elk Horn. The ladies in the office were very kind and helpful and really knew their stuff . Best part was they multiple times. I got a person right away, no machine . The gentlemen that came to hook up my internet showed up exactly when they said and not a minute late which amazed me. They were in and out in 10 minutes, literally, I timed them. Also before they left they made sure connected and said if I had any problems to call. I was beyond satisfied. The people at Marne Elk Horn were amazing. I wish every place was this good . Thank you

Michael Cox - Underwood

See more testimonials at www.metc.net/fiber-testimonials

COMMUNITY NEWS

TREYNOR, IOWA



Lilypops, a bakery specializing in cake pops has not even been open a year but has already found popularity among residents in Southwest Iowa.

Cassi Johnson, the owner of Lilypops got started in the business in the summer of 2021 just a few years after moving to Treynor. Johnson is from Rising City, Nebraska and her husband, Alex grew up in Red Oak. They fell in love with the small town of Treynor where they raise their 2 children Oxford and Lily. You can tell where the name of the business originated, as Lily is Johnson's biggest inspiration and fan in the kitchen! Mother-daughter team in the future? Initially bringing her idea to the Farmers Market in Treynor, Johnson's cake pops became very popular with the crowd. Through an amazing amount of support and word-of-mouth, she is now getting more exposure in our rural communities.

Starting a dessert business was actually not a planned move for Johnson. She wanted to find something she could create of her own, and after watching a baking show ran with the idea of creating cake pops. When I initially reached out to Cassi for an interview, and to see if she offered lemon cake pops (one of my favorites), she stated that lemon bar was her very first flavor. Yum! Johnson is always thinking of new ways to improve on her recipes, and craft brand new ones, recently mastering gluten-free, dairy-free, and vegan options for most of her flavors. Her cake pops can be ordered for all occasions, including birthdays, holidays, work and school events (including booster bashes and proms) and more.

Cassi will be available at a popup at Countryside Market in Minden on Sunday, Feb 27 from 11 am- 4 pm, and will also be back for the Spring Festival on Saturday, April 30th. You can place orders to be picked up, and watch for more exciting news on the Lilypop Desserts Facebook page: <u>Lilypop</u>s

Wednesday, February 2 **Superbowl/Valentine's Tasting Event** 5:00 to 8:00 pm Event by Frosting, Inc. and Raddberry's Millie McKeever's Vintage & Home Decor 201 Antique City Dr, Walnut

Thursday, February 3 **From Scratch: A Soap-Making Workshop** 6:00 to 10:00 pm Prairie Crossing Winery Registration required. \$149 fee. Space is limited to 20 participants and 20 additional guests so reserve your seat(s) today! 31506 Pioneer Trail, Treynor Register: <u>GardensOnGlen</u>

> Thursday, February 3 **Plant Family Identification** 7:00 to 8:00 pm

Virtual Program. Registration required. \$10 fee. Registered participants will receive Zoom information on the day of the event. Register: <u>goldenhillsrcd.org</u>

Saturday, February 5 **TC Post Prom Hypnotist & Fazoli's Show and Dinner** 6:00 to 7:30 pm Dinner & Silent Auction 8:00 pm Hypnotist Show Starts Minden Community Center Tickets \$20 each

Register at: <u>tctrojansia</u>

Saturday, February 5 "Meet the Producer" Event with Sharon Oamek of Honey Creek Creamery 10 am-1 pm One Farm 215 East 7th Street, Logan



Making Life Great*

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andy & Susan Miller 02-651-0652 (cell) RASE90@frontiernet.net 712-484-3969 (home





Sunday, February 6 **Frosting, Inc. Popup** 10 am-6 pm Countryside Market, 300 Main Street, Minden

> Tuesday, February 8 Mini Seed School 6:00 to 8:00 pm Virtual via Zoom <u>REGISTER HERE</u>

Registration closes Friday, Feb 4. If you would like to register after the deadline, please email lance@goldenhillsrcd.org.

February 9, 2022 Gardening for Diversity: Native Garden Basics 6:30 pm Registration required. \$15 fee. Council Bluffs Public Library, Meeting Rm B Register: <u>pottconservation.com</u>

Thursday, February 10 **Common Fabaceae (pea family) Identification** 7:00 to 8:00 pm Virtual Program. Registration required. \$10 fee. Registered participants will receive Zoom information on the day of the event. Register: <u>goldenhillsrcd.org</u>

Saturday, February 12 **Sweetheart Market 2022** 12:00 to 3:00 pm Cass County Community Center, Atlantic <u>Full list of vendors and products available</u> including <u>*Frosting, Inc - Walnut, Iowa</u>

Saturday, February 12 **Father/Daughter Dance** 5:00 to 7:30 pm Minden Community Club Ages 3 years old through 8th grade

Saturday, February 12 **Shelby's Annual Soup Cook Off** 5:00 to 7:00 pm Cardinal Lofts Gym, Shelby Adults \$6, Ages 5-12 \$3, Ages 0-4 Free Pie Auction, Raffle Drawings & More! Pre-sale raffle tickets available at SCS & City Hall for \$1/ticket or \$6/5 tickets GRAND PRIZE: LG 65" 4K UHD SMART TV

Saturday, February 12 **3rd Annual Valentine's Prime Rib Dinner** 5:00 pm OR 7:30 pm Breezy Hills Vineyard & Winery, Minden Call today to reserve a table: 712-485-2083

Sunday, February 13 Carson American Legion Auxiliary Post 556 Soup Dinner 11:00 am to 1:30 pm Carson Community Center (Free will donation/fundraiser for scholarships)



Wednesday, February 23 Homeschool in the Hills: Winter Survival 10:00 am to 11:30 am Hitchcock Nature Center, Honey Creek <u>REGISTER HERE</u>

Thursday, February 24 **Plant Evolution & Diversity** 7:00 to 8:00 pm Virtual Program. Registration required. \$10 fee. Registered participants will receive Zoom information on the day of the event. Register: <u>goldenhillsrcd.org</u>





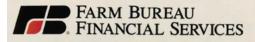
COME JOIN A

Please view and apply to our open positions and opportunities at

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Soren "Pete" Sorenson Agent

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Saturday, February 26 Introduction to "A Land Ethic Workshop" 9:00 to 11:00 am Free but registration is required. REGISTER HERE

10 month-long programming series. Check out the entire schedule online. Created and taught by biologist and Leopold scholar Ron Cisar.

Sunday, February 27 **Lilypops Popup** 10 am-6 pm Countryside Market, 300 Main Street, Minden

Wednesday, March 2 Dairy Queen Oakland - OPENING DAY!

Thursday, March 3 Salix (willow) Identification 7:00 to 8:00 pm Virtual Program. Registration required. \$10 fee. Registered participants will receive Zoom information on the day of the event. Register: <u>goldenhillsrcd.org</u>

Thursday, March 10 Designing Seed Mixes 7:00 to 8:00 pm Virtual Program. Registration required. \$10 fee. Registered participants will receive Zoom information on the day of the event. Register: <u>goldenhillsrcd.org</u>

April 22 Stanley's Snack Shack - OPENING DAY!



DREAMLAND THEATRE SHOWBILL FEBRUARY 2022

107 Broadway, Carson, Iowa 712-484-2281

"Now All Digital"



Doors Open at 7:00 pm Show Time at 7:30 pm All Tickets are \$4.00/person

American Underdog

Rated PG, Length: 1 hr 52 min February 4, 5, 6

Redeeming Love

Rated PG-13, Length 2 hr 14 min February 11, 12, 13

The Kings Daughter

Rated PG-13, Length: 1 hr 37 min February 18, 19, 20

<u>Marry Me</u>

Rated PG-13, Length: 1 hr 52 min February 25, 26, 27

Movie schedule is subject to change due to film availability.

For up-to-date movie schedule information, visit us on Facebook









RIBBON CUTTING EVENTS

UPCOMING EVENT

Casson Farm & Auto Grand Opening

Tuesday, February 1 12:15 to 1:15 pm 40303 Highway 92, Carson, Iowa

A ribbon-cutting ceremony is an important part of your overall marketing and advertising plan. It is a great way to kick-off a new business, an expansion or relocation, or a reopening of a business. Ribbon-cuttings can also mark milestone events, anniversaries or the opening of a newly renovated space. WIDA assists in celebrating ribbon cuttings throughout the year. Let us help with your upcoming event. Contact us prior to choosing a date. We will help you organize, plan and host a high-impact ribbon cutting that will get your business the exposure it deserves.

Contact Kristine Sorenson: (P): 712-482-3029 (E): Kristine4WIDA@outlook.com



TiNik,Inc. Purveyors of truck equipment & accessories

Niki Ford Vice-President 109 N. Main Street P.O. Box 616 Oakland, IA 51560 niki@tinikinc.com

office: 712-482-6462 cell: 402-639-5646

JULIANNA HRASKY

Owner julianna@prairiecrossingwine.com C: 402.250.0746 W: 712.487.3812

> PRAIRIE CROSSIN Vineyard & Wineu 31506 Pioneer Trail | Treynor, IA 5157 www.prairiecrossingwine.co



BUSINESS MEMBERSHIPS

BRONZE MEMBERSHIP \$100/YEAR

- Front page welcome in our e-newsletter.
- Listed on WIDA website and Annual Report as a business member.
- Membership window decal to show local support.
- Receive WIDA monthly e-newsletter.
- Access to Ribbon Cuttings for special events.
- Promotion of news releases, when sent in.
- Event postings on WIDA website, and in monthly e-newsletter when sent in.
- Advertisement in monthly e-newsletters.
- Access to Ribbon Cuttings for special events. Highlighted in Rural Business Directory.
- Advertisement of your promotions and

• Assist you in claiming a Google account.

FREE SERVICES

- specials such as open houses, holiday promotions, and specialty days (military % offs, etc.) in e-newsletter every 3 months.
- Receive WIDA monthly e-newsletter.
 - Western Iowa Development Association is a 501(c)6 association for

Pottawattamie County, Iowa and Beyond.

OUR GOAL IS TO PROMOTE SMALL BUSINESSES, ENCOURAGE COMMUNITY DEVELOPMENT, ENHANCE THE COUNTY AND DEVELOP TOURISM.

SILVER MEMBERSHIP \$500/YEAR

- Front page welcome in our e-newsletter.
- Listed on WIDA website and Annual Report as a business member.
- Membership window decal to show local support.
- Receive WIDA monthly e-newsletter.
- Access to Ribbon Cuttings for special events.
- Promotion of news releases, when sent in.
- Event postings on WIDA website, and in monthly e-newsletter when sent in.
- Advertisement in monthly e-newsletters.
- Highlighted in Rural Business Directory.
- Town Landing Page Sponsor for a year.
- Tourism venues listed on TravelIowa.com
- Assistance creating marketing materials upon request.
- Listed on front page of WIDA newsletter as sponsor for a year.



GOLD MEMBERSHIP \$1000/YEAR

- Front page welcome in our e-newsletter.
- Listed on WIDA website and Annual Report as a business member.
- Membership window decal to show local support.
- Receive WIDA monthly e-newsletter.
- Access to Ribbon Cuttings for special events.
- Promotion of news releases, when sent in.
- Event postings on WIDA website, and in monthly e-newsletter when sent in.
- Advertisement in monthly e-newsletters.
- Highlighted in Rural Business Directory.
- Town Landing Page Sponsor for a year.
- Tourism venues listed on Travellowa.com
- Assistance creating marketing materials upon request.
- Listed on front page of WIDA newsletter as sponsor for a year.
- Listed on home landing page of WIDA website for a year.
- Vendor recommendations upon request.
- Distribution of your promotional items at tourism events upon request (parades, etc).

CONNECT WITH WIDA



WHAT'S NEW IN YOUR COMMUNITY?

WE WANT TO SHARE ALL OF YOUR COMMUNITY SUCCESSES AND STORIES WITH MEMBERS AND NON-MEMBERS ALIKE! SEND THOSE STORIES IN TO BE FEATURED IN OUR NEWSLETTER!



WITH EVERY NEWSLETTER, I HOPE TO CELEBRATE, INFORM, ADVOCATE FOR, AND GENERATE CONNECTIVITY IN RURAL POTTAWATTAMIE COUNTY AND BEYOND.

1378 FACEBOOK FOLLOWERS 1069 NEWSLETTER SUBSCRIBERS

HELP US REACH 2000 ON BOTH

NEWSLETTER SIGNUP: KRISTINE4WIDA@OUTLOOK.COM

KIDS SAY THE FUNNIEST THINGS

COMIC RELIEF: SCHOOL EDITION

Mom: Have you thought about how you will dress up for the 100 days of school?Bo: Yes, you will draw wrinkles on my face, spray my hair white, and then on the way to school you will get me the biggest bottle of water for my hands.

Mom: I don't understand what the bottle is for.Bo: To hold the water so I can soak my hands on the way to school so they'll be wrinkly.Mom: Of course, that should have been obvious.

Lucy: Miss Zara said I can't check any more books out because I have two books not back. **Mom:** Well, I have no idea what they are or where they are because I thought you took everything back.

(2 hours later)

Mom: Lucy! The two books are in your backpack!

Lucy: Oh, I guess I didn't look there. **Mom:** ??



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MARK OF EXCELLENCE

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KEAST CHEVROLET OLDSMOBILE PONTIAC 405 HWY 59 S OAKLAND, IA 51560 PHONE (712) 482-6491 FAX (712) 482-6497 TOLL FREE 87788KEAST keastchevy@aol.com Mom (in the car on the way to school): Are we going to be nice and kind to our friends today? **Bo & Lucy:** Yes!

Mom: Are we going to be good listeners for our teachers?

Bo & Lucy: Yes!

Mom: Are we going to work hard? **Bo & Lucy:** Yes!

Mom: Are we going to have the best day ever!?! **Lucy:** Not if you keep asking us these questions.

Provided by Susie Botos.

HAVE SOMETHING TO SUBMIT? Send it in.

Email: <u>Kristine4WIDA@outlook.com</u> for a chance to be featured!



Karol Calabro

607 Highland Walnut, Iowa 51577

> 712.784.3187 712.784.2369