



## COMMUNITY E-NEWSLETTER

JANUARY 2022 · ISSUE 2 · VOLUME 1

### IN THIS ISSUE

Page 1 .....A Warm WIDA Welcome  
Page 2 .....Holidays in Review  
Page 3 .....WIDA Celebrates 35 Years  
Page 4 .....WIDA Celebrates 35 Years  
Page 5 .....Dreamland Theater Showbill  
Pages 6-8.....Upcoming Events  
Page 9 .....Unbelievable Facts  
Page 10 .....Ribbon Cutting Events  
Page 11 .....WIDA Memberships  
Page 12 .....Connect With Us

### A WARM WIDA WELCOME

I am excited to announce our newest WIDA business member: a bit of IOWA! A bit of Iowa is a collaborative art gallery nestled in the quaint downtown of Walnut, Iowa right off of Antique City Drive. After celebrating their Grand Opening in Walnut on November 5th, guests have been enjoying the studio. A wide variety of art graces the gallery from fine art, sculptures, wooden crafts, ceramics, blown glass, gourds, jewelry, photography, Walnut memorabilia and more. The collaborative gallery is open to anyone - amateur and established artists alike. Prices are set by the artists themselves. When the art is brought in, it is photographed, insured and listed. Artists do not pay for space, just a small commission that supports the gallery, showings and promotions. The studio also welcomes sponsors and donations at all levels.

Owner, Calabro wanted to create something beautiful, to create more opportunities for local artists and a place for people to enjoy! She will be hosting wine tastings and regular promotions to support individual artists. There is a little bit of everything for everyone! Stop by and check the gallery out today, located at 607 Highland, Walnut.

**35** YEARS  
1987-2022

**Thank you to our  
newsletter sponsors:**

**Avoca Main Street  
EZ Greenhouse  
Great Western Bank  
Total Farm Solutions  
OSI  
Oakland Industrial Foundation  
Rolling Hills Bank & Trust  
Western Ventures LLC  
Zimmerman Sales & Service**

# HOLIDAYS IN REVIEW

## A MESSAGE FROM THE EXECUTIVE DIRECTOR

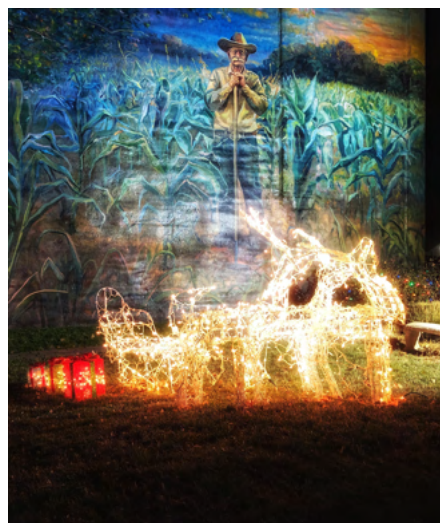
From community festivities, holiday lighting contests, opportunities for giving back to local non-profits and family friendly events, this holiday was truly merry and bright! In my first year as director, it was a true privilege seeing our cities transformed into winter wonderlands and engaging with everyone in the spirit of celebrating the holidays "community style". While my pictures of holiday events are overflowing, here are just a few to brighten your day. We hope that our communities and neighbors have the best year ever. Happy New Year!

**Top right:** Santa Claus, being as busy as he is, made a special appearance in all of our cities this year. Caleb Asmus (Treyner) actually caught him in the act during the "Light up Treyner" holiday lighting competition.

**Bottom left:** When you want a green combine for Christmas, you go straight to the big guy. Henry and Benjamin Fischer (Neola) are no strangers to this game.

**Bottom middle:** Zack Jones' "Time" mural at the Nishna Heritage Garden in Oakland gets a holiday glow-up.

**Bottom right:** Nothing better than a sleigh/firetruck ride to start off the holidays. McCoy Perdue (Carson) enjoyed the Carson Christmas events with family & friends. Photo provided by Susan Miller.



# WIDA CELEBRATES 35 YEARS

## LOOKING BACK THROUGH THE YEARS

For decades, Western Iowa Development Association has been one of the leading voices dedicated to fostering growth of business by developing, promoting, and advocating for western Iowa businesses, small and large. This year we celebrate our 35th anniversary! How are we going to celebrate? By supporting our rural businesses and communities of course!

As a dynamic 501(c)6 nonprofit, WIDA would not be where we are today without the countless members, volunteers, and staff this organization has had over the years; we are truly fortunate to have had a great legacy of people delivering the programming that continually impacts our members and community. We are governed by a wonderful board of 23 directors which has a great mix of professionals that can not only provide historical knowledge, but also provide guidance for our future endeavors.

Founded in 1987, WIDA continues to be a central rural hub for supporting and promoting our business communities by communicating city information, events, new businesses opening and tourism opportunities. WIDA has NEW things in store for 2022 so keep an eye out! In the meantime, let's look back at just a few of our collaborative achievements leading up to this anniversary.

**2012: Collaborated with Jack Links, bringing them to Underwood and creating more jobs for rural cities**

**2012: Won Silver Shovel Award for bringing Menards to Shelby**

**2014: Debut of the WIDA wAttAWAy website**

**2014: Broke ground in Avoca for the new Cobblestone Hotel**

**2015: Represented rural Pottawattamie County in Washington D.C.**

**2015: Collaboration with Nishna Heritage Museum for Zach Jones' "Time" mural in the Nishna Heritage Garden**

**2019: Created 4-Town Summer Activity Bus Program with grant from Charles E. Lakin Foundation and SWIPCO**

**2019: Developed new WIDA website and social media connection between rural communities utilizing Pinterest, Instagram and Facebook**

**2019: Created E-Newsletter to promote community events and successes**

**2020: Co-hosted 1st Southwest Iowa Community & Economic Development Forum with TS Bank, SWIPCO and Golden Hills RC&D**



# WIDA CELEBRATES 35 YEARS

LOOKING FORWARD TO THE FUTURE

## New Website

COMING SOON TO A SCREEN NEAR YOU

January 2022 is the kick-off month for our annual membership drive. To those who have been loyal members, Thank You! Without your support, WIDA could not have completed programming and projects in 2021. To those who have not been a recent member and to those just joining us as new members, we hope that you see the

value of your membership as your support will allow us to continue to expand our programming and services to better serve our communities in the future.

In 2022, we have exciting plans to include:

- A new interactive website with a rural business directory and more!
- Added value to memberships!
- New tourism programming to highlight our amazing businesses, communities, parks and yearly events!

A date will be set soon for our Anniversary Open House/Member Appreciation Day! We invite you to come celebrate with us and learn about opportunities with WIDA.

a bit of  
**IOWA**  
GALLERY

**Karol Calabro**

607 Highland  
Walnut, Iowa 51577

712.784.3187  
712.784.2369



# DREAMLAND THEATRE SHOWBILL JANUARY 2022

*Artists Russell & Penny Christensen*




**Pennys Visions  
Art Gallery  
510 Front St  
Neola, Iowa  
51559**

**Celebrating  
35 years  
Bronzes  
Paintings  
Poems  
Art Classes  
Monuments  
phone/text  
712 242-7401**

**www.eaglesofhonorproject.com**

**TFS TOTAL  
FARM  
SOLUTIONS**



MARK OF EXCELLENCE

WALTER L. KEAST  
DEALER PRINCIPAL

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

**TREYNOR JAVA SUPPLY**



**EZ GREENHOUSE  
514 MAIN ST. MINDEN IA 51553  
712-308-3125  
ezgreenhouse@gmail.com**

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

## West Side Story

Rated PG-13, Length: 2 hr 36 min  
January 7, 8, 9

## Sing 2

Rated PG, Length 1 hr 50 min  
Jan 14, 15, 16

## Spider-Man: No Way Home

Rated PG-13, Length: 2 hr 30 min  
Jan 21, 22, 23

## American Underdog

Rated PG, Length: 2 hr 10 min  
Jan 28, 29, 30

Movie schedule is subject to change  
due to film availability.

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





## UPCOMING EVENTS

Tuesday, January 4

### **Austin's Corner Garage Grand Opening**

3:00 to 4:00 pm

Austin's Corner Garage  
101 S. Central St., Carson



Friday, January 7

### **Red Cross Blood Mobile**

11:30 am to 5:30 pm

Register: Carson Community Center  
316 South Commerical St., Carson

Wednesday, January 12

### **Gardening for Diversity: Intro to Pollinators**

6:30 pm, FREE

Council Bluffs Public Library, Meeting Rm B  
pottconservation.com

Thursday, January 13

### **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: GardensOnGlen

Friday, January 14

### **the occasional collective SOFT OPENING**

11:00 am to 6:00 pm

12 E. Main, Treynor

Follow on FB: the occasional collective

Saturday, January 15

### **Ullr Bash Inaugural Winter Ride**

10:00 am to 4:00 pm

Fundraiser for the Pottawattamie County Trails Association

\$30 in advance, \$40 on the day of event.

Registration required: ULLRBASH

Visit ULLR Bash on FB for information

Contact us today about our  
**Internet, TV & Voice Services**



**Marne Elk Horn**  
Your Local Connection  
[www.metc.net](http://www.metc.net)  
712-764-6161 - Elk Horn  
712-784-2211 - Walnut & Avoca

**Internet • Television • Phone**



**AVOCA**  
MAIN STREET

**THE FINISH LINE  
CAR WASH**

*Carson, Ia.*

Randy & Susan Miller      RASE90@frontiernet.net  
402-651-0652 (cell)      712-484-3969 (home)



**ARBOR BANK**  
*Helping You Grow*

301 Oakland Avenue • Oakland

712-482-6431

[www.ArborBanking.com](http://www.ArborBanking.com)



## UPCOMING EVENTS



**Rolling Hills Bank & Trust**  
Atlantic Fax: (712) 243-1423  
www.rollinghillsbank.com

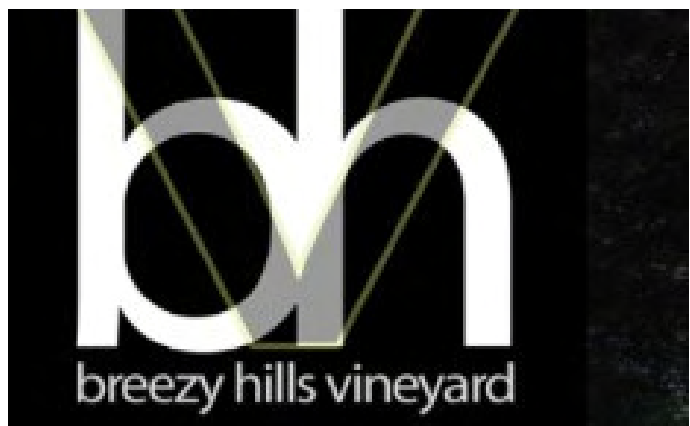
<b>In Iowa:</b>	
Adair.....	(641) 742-3432
Anita.....	(712) 762-3214
Atlantic.....	(800) 630-1210
Carson.....	(712) 484-2220
Casey.....	(800) 746-3367
Griswold.....	(712) 778-2265
Menlo.....	(641) 524-4521
Rippey.....	(515) 436-8231
Stuart.....	(800) 523-8003
Walnut.....	(712) 784-2201
<b>In Minnesota:</b>	
Brewster.....	(507) 842-5933
Worthington.....	(507) 372-2933
<b>In Wyoming:</b>	
Wheatland.....	(307) 322-1694

**Hummel Insurance Agency, Inc**  
Craig C. Hummel

142 N. Main, Oakland, IA 51560  
712-482-6424



**CERTIFIED INSURANCE COUNSELOR**



**breezy hills vineyard**

**FARM BUREAU FINANCIAL SERVICES**

**Soren "Pete" Sorenson**  
Agent

712.485.2256 phone  
712.485.2140 fax  
Soren.Sorenson@fbfs.com  
316 Front Street, P.O. Box 178  
Neola, IA 51559  
sorensorenson.fbfsagents.com



Saturday, January 15  
**Learn to Ice Fish at Arrowhead Park**  
1:00 to 3:00 pm  
29357 310th St, Neola  
Registration required. \$5 fee.  
Register: [pottconservation.com](http://pottconservation.com)

Tuesday, January 18  
**Mini Seed School**  
6:00 to 8:00 pm  
Iowa Western Community College  
Council Bluffs  
Register: [goldenhillsrcd.org](http://goldenhillsrcd.org)

Thursday, January 20  
**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: [GardensOnGlen](http://GardensOnGlen)

Monday, January 24  
**Tools for Growing Vegetables on 140 Acres**  
7:00 to 8:30 pm  
Virtual Program. Registration required. \$5 fee.  
Registered participants will receive Zoom information on the day of the event.  
Register: [goldenhillsrcd.org](http://goldenhillsrcd.org)

Monday, January 31  
**Cool-season Crops, and Growing Crops in the Cold**  
7:00pm-8:30pm  
Virtual Program. Registration required. \$5 fee.  
Registered participants will receive Zoom information on the day of the event.  
Register: [goldenhillsrcd.org](http://goldenhillsrcd.org)



## UPCOMING EVENTS

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: [GardensOnGlen](http://GardensOnGlen)

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: [goldenhillsrcd.org](http://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: [pottconservation.com](http://pottconservation.com)

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: [goldenhillsrcd.org](http://goldenhillsrcd.org)

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: [goldenhillsrcd.org](http://goldenhillsrcd.org)

**Minden Meat Market**  
*Jeff Hodges, Owner/Operator*  
**RETAIL & CUSTOM PROCESSING**

ides / Quarters  
 Deer  
 Catering



1-800-272-3529  
 (712) 483-2836

[mindenmeatmkt@walnutel.net](mailto:mindenmeatmkt@walnutel.net)

***You Can't Beat Our Meat"***

**Hodges Smokehouse**  
**Catering**

*Let us cater your event!*

712-483-2836 • 1-800-272-3529  
[mindenmeatmkt@walnutel.net](mailto:mindenmeatmkt@walnutel.net)

Minden Meat Market, P.O. Box 25, Minden, IA 51553

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](mailto:niki@tinikinc.com)

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




**OmniTel**  
 COMMUNICATIONS

**Mark Pietig**  
 CUSTOMER SOLUTIONS  
 MANAGER

[mpietig@omnitel.biz](mailto:mpietig@omnitel.biz)

p: (641) 765-2345  
 p: (712) 824-2345

OmniTel.biz  

105 N West Street  
 Truro, IA 50257



## UNBELIEVABLE FACTS



**Zimmerman** Sales & Service



Grain Bins, Buildings, Electrical & Concrete Work  
712-485-2677 *Neola, Iowa* 800-377-1685



Austin Henningsen—Realtor and Auction Services

🕒 Birds often fly long distances over oceans without any rest breaks. This has prompted scientists to try and understand how they sleep during such long flights. Turns out, many birds can shut down one hemisphere of their brain at a time and fly with the other, allowing them to travel long distances.

🕒 Joseph Strauss, the chief engineer for the construction of the Golden Gate Bridge, was one of the first to require workers to wear hard hats during a project. He also spent \$130,000 on an innovative safety net that was placed under the bridge during its construction. This went on to save the lives of 19 construction workers on the project.

🕒 Green Eggs and Ham started as a bet. The Dr. Seuss classic grew out of a bet with his editor that he could not create a book using fewer than 50 different words. The editor, Random House founder Bennett Cerf, put—you guessed it—\$50 on the line, and lost.

🕒 If you can't stop yourself from picking up an adorable puppy and hugging it close, then you need to know the Tagalog word "gigil," which, in the Philippines, describes the seemingly irresistible urge to squeeze things that are cute.

🕒 The blob of toothpaste that sits on your toothbrush has a name. It's called a "nurdle," and there was a lawsuit over which toothpaste company had the right to depict it.

# RIBBON CUTTING EVENTS

## UPCOMING EVENT

### Austin's Corner Garage Grand Opening

Tuesday, January 4  
3:00 to 4:00 pm

101 S. Central St., 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



**OLESEN AUTO CENTER**  
SALES SERVICE TIRES

Serving Southwest Iowa since 1917!

**OLESEN**  
www.olesenautocenter.com  
olesen@olesenautocenter.com

26 N. Elm Street  
Avoca, IA 51521

(712)-343-6321  
Cell (402)216-6756

**PAINTED CAMEL GALLERY**

Representing a family of more than 30 artists!

Open Thursday & Friday: Noon-5 PM  
Saturday: 10 AM-3 PM  
Or by appointment: 712-310-4534

320 Main Street  
Downtown Macedonia, Iowa

Visit us online! { @paintedcamelgallery } { www.potterybythecreek.com }

**Dairy Queen  
Of Oakland**

309 South Highway 6  
P.O. Box 77  
Oakland, Iowa 51560  
712-482-6816

TeegJay Enterprises, L.L.C.  
Teegan Hunziker, President  
Cell: 615-986-8892  
E-mail: DQofOakland@gmail.com

Wes Hunziker, Vice President  
Cell: 712-330-5634  
Dairy Queen-Oakland, Iowa



# BUSINESS MEMBERSHIPS

## BRONZE MEMBERSHIP

**\$100/YEAR**

### FREE SERVICES

- Assist you in claiming a Google account.
- Advertisement of your promotions and specials – such as open houses, holiday promotions, and specialty days (military % offs, etc.) in e-newsletter every 3 months.
- Receive WIDA monthly e-newsletter.
- Access to Ribbon Cuttings for special events.
- 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.
- Business ad in monthly e-newsletters.

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.
- Business ad in monthly e-newsletters.
- 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.



## 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.
- Business ad in monthly e-newsletters.
- 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



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

**1301 FOLLOWERS ON FACEBOOK  
1051 NEWSLETTER SUBSCRIBERS**

**\*HELP US REACH 2000 ON BOTH\***

**NEWSLETTER SIGNUP:  
KRISTINE4WIDA@OUTLOOK.COM**

## CONNECT WITH US

[www.widaiowa.org](http://www.widaiowa.org)

712-482-3029



**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!