

WESTERN IOWA DEVELOPMENT ASSOCIATION COMMUNITY NEWSLETTER February 2023

A Warm WIDA Welcome

We are so excited to welcome Prairie Crossing Vineyard and Winery to the WIDA business community in 2023, under the new ownership of Juli and Doug Gray! While there is still a great deal of work to be done, it is truly inspiring to see the hard work and dedication that has gone into rebuilding this vineyard thus far, especially after suffering such extensive damage from an EF-1 tornado last June. We are grateful for the Hrasky family's ongoing guidance and for the generous support of staff and volunteers from local communities who have rallied to help the vineyard recover. Prairie Crossing is a testament to the artistry of agriculture and the skill and knowledge that goes into creating award-winning wines, which is why it comes as not surprise that they were chosen as the 'Best Vineyard' in the Daily Nonpareil Reader's Choice Awards for 2022. We look forward to the continued success of Prairie Crossing Vineyard and Winery!

While the Gray's hope to eventually re-build the event center, it likely will not happen until a year or two down the road. In the meantime, the couple has celebrated a grand reopening of the tasting room and hosted their very first Howl-o-Wine with huge success! Guests were accompanied by their costume wearing pups for food and drinks, treats, prizes and a little wine. Juli is excited to keep the tradition going yearly since everyone loved it!



CONTENTS

- 1-2 A Warm WIDA Welcome
- 3-4 Valentine's Day Guide
- 5-10 Community News
- 11 Dreamland Theater Movies
- 12-13 Upcoming Events
- 14 Connect With Us



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A Warm WIDA Welcome Continued

Future plans at the vineyard include some new product development (currently under wraps) and hosting more events to bring people together and create memorable experiences. The newest DIWine Series has also been a hit with participants taking part in painting, crafting and candle-making classes. With the unfortunate loss of the event center; however, the weddings and large events still loom in the air. The Gray's are open to hearing ideas for events as they can still use support in getting things back up and running. They believe that with the right creativity and combined efforts, events could be planned in a tent or outdoor space and the two of them are more than happy to brainstorm with you and work out the details.

Prairie Crossing Vineyard is a great place to relax and enjoy the natural beauty of the countryside! Not only do they offer a warm and inviting atmosphere, but they also host a summer music series and various events throughout the year that are perfect for catching up with friends or family. Plus, the wine club offers exclusive events and discounts that you won't want to miss. For more information, be sure to check out their website or follow them on Facebook for updates on upcoming events.



[Prairie Crossing](#)



www.prairiecrossingwine.com

“

Being off the beaten path location wise, having WIDA help promote our business and be another voice will help widen our reach. We really love what we do and are always looking to try new events. Now that we don't have an event center, we will be looking to try all kinds of new outdoor events so the idea-sharing and cross promoting will be invaluable.

”

~ Juli & Doug Gray



Valentine's Day Guide

Valentine's Day is the perfect time to show your special someone how much you care. Make this Valentine's Day extra special by supporting local businesses and WIDA business embers. Our list is a great resource for finding the perfect gift, meal or plan for a night out or at home that is sure to make your Valentine's Day extra special. With a little bit of creativity, you can make this Valentine's Day a memorable one that your special someone won't soon forget! No need to shop on Amazon, when you can support local!

Kim Canada from Frosting Inc., offers an assortment of cakes, cupcakes, gourmet cookies, and peanut butter hearts that are sure to put a smile on your face. Each item is made with love and care and is sure to make your Valentine's Day special. Whether you are looking for something sweet and simple, or something more elaborate, Kim has something for everyone! Thank you for considering Frosting Inc for your Valentine's Day treats!

Frosting, Inc.
Valentine's Menu

- Cookie Kit - \$25/dozen, \$15/half dozen
- Frosted Heart Cookies - \$25/dozen, \$15/half dozen
- Valentine's Cupcakes - \$36/dozen
- Gourmet Cookies - \$20/half dozen, \$40/dozen
- Peanut Butter Hearts - \$15/half dozen
- Heart Cookie Cake - \$25
- Treat Box - \$15

Preorders due by Thursday, February 8th
Kim Canada
712-249-5942
kimcanada@gmail.com

Cupid's
Chocolate Covered Strawberry Smoothie

February Smoothie of the Month

@destinationcoffeeandcuisine

Looking for a great gift for that special someone, Destination Coffee & Cuisine has you covered! They have a wide selection of coffee, delicious baked goods, and even coffee-themed accessories for the perfect present. Plus, their gift cards make the perfect present for anyone on your list - it's a sure bet that they'll find something they love!

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Valentine's Day Guide

.....

S U P P O R T L O C A L

Gifts for Her

[the occasional collective \(Trey nor\)](#)
[Penny's Visions Art Gallery \(Neola\)](#)
[The Unique Boutique \(Underwood\)](#)
[Trey nor Java Supply \(Trey nor\)](#)
[Destination Coffee & Cuisine \(Oakland\)](#)
[a bit of Iowa \(Walnut\)](#)
[Meadow & Charm \(Avoca\)](#)
[Rustic Door Boutique \(Minden\)](#)
[S by S Boutique \(Crescent\)](#)
[Amy's Attic \(Carson\)](#)
[Blossoms \(Oakland\)](#)
[Bevs Porch \(Neola\)](#)
[Painted Camel Gallery \(Macedonia\)](#)
[Millie McKeever's \(Walnut\)](#)

Gifts for Him

[Keast Chevrolet \(Oakland\)](#)
[Minden Meat Market \(Minden\)](#)
[Olesen Auto Center \(Avoca\)](#)
[The Finish Line Car Wash \(Carson\)](#)
[TiNik, Inc. \(Oakland\)](#)
[Martens Lawn Care \(Oakland\)](#)
[Gress Locker \(Hancock\)](#)
[Casson Farm & Auto \(Carson\)](#)
[STG Games & Analog Store \(Walnut\)](#)

Gifts for the Dogs

[a bit of Iowa](#)

Gifts for the Horse Lovers

[Ashley Mason Equestrian](#)

Movie Tickets

[Dreamland Theater \(Carson\)](#)
[Phoenix Movie Thater \(Neola\)](#)

Services

[Shear Designs by Mischa \(Oakland\)](#)
[Styles by Sarah \(Avoca\)](#)
[Grace & Wellness Massage \(Avoca\)](#)
[Tillie's Boutique \(Avoca\)](#)

Sweets

[Frosting, Inc. \(Walnut\)](#)
[a bit of Iowa/Tracey's Sweets \(Walnut\)](#)
[Lilypops \(Trey nor\)](#)
[Kami's Kookies \(Avoca\)](#)

Flowers/Boutiques

[Avoca Flower Shop \(Avoca\)](#)
[Blossoms \(Oakland\)](#)

Wine/Liquor

[Prairie Crossing Vineyard \(Trey nor\)](#)
[Carson Country Store \(Carson\)](#)
[Countryside Market \(Minden\)](#)
[Rubacks Food Center \(Oakland\)](#)
[Food Land \(Avoca\)](#)
[Blue Cow Market \(Neola\)](#)

Restaurants, Grills & Cafes

[a bit of Iowa \(Walnut\)](#)
[Dew Drop Inn \(McClelland\)](#)
[The Back Forty \(Macedonia\)](#)
[Casa Mexicana \(Avoca\)](#)
[Pink Poodle Steakhouse \(Crescent\)](#)
[Oakland Riverside Clubhouse \(Oakland\)](#)
[Bar'N and Grill \(Carson\)](#)
[Garcia's Family Mexican \(Underwood\)](#)
[Silos \(Trey nor\)](#)
[Henry's Diner \(Crescent\)](#)
[Twisted Tail \(Beebeetown\)](#)
[Aeroplane Inn \(Honey Creek\)](#)
[Jake's Station \(Hancock\)](#)
[Denny's Place \(Crescent\)](#)
[Embers \(Avoca\)](#)
[Buck Snort \(Oakland\)](#)
[The Backfield Bar & Grill \(Walnut\)](#)
[Minden Bowl Cafe & Lounge \(Minden\)](#)
[I-80 Lounge \(Underwood\)](#)
[The Exchange Lounge \(Avoca\)](#)
[Buck Snort \(Neola\)](#)
[El Sol Mexican Restaurant \(Oakland\)](#)

Community News

Community Foundation For Western Iowa's Community Impact Grant Cycle is Open Through March 31st!

Community Grants are available to organizations whose innovative and meaningful work align with the Community Foundation for Western Iowa's mission to improve the lives of all Pottawattamie County residents. Grant awards range from \$500 to \$5,000.

WHO IS ELIGIBLE TO APPLY?

Any tax-exempt, nonprofit organization, governmental entity or church - using the funds for charitable purposes and proposing a project meeting the Community Foundation's mission to improve the lives of all residents of Pottawattamie County - is eligible to apply.

WHEN IS THE DEADLINE?

2023 Grant applications are due by 11:59 p.m. on March 31.

Find out more on our website:

<https://www.givewesterniowa.org/nonprofits/grant-opportunity>



Save the Date: March 21

The Southwest Iowa Mental Health and Substance Abuse Fund is hosting an educational event in Council Bluffs March 21. More information coming soon. Make sure to follow the Community Foundation for Western Iowa's Facebook page: <https://www.facebook.com/GiveWesternIowa>

Sign Up for our Impact Newsletter here:

<https://www.givewesterniowa.org/contact-us/subscribe-to-emails>

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🌐 www.walnutiowahistorymuseum.com/

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Community News

Community Foundation Announces 2023 Make It Happen Cohort

The Community Foundation for Western Iowa is delighted to announce this year's participants for "Make It Happen" – the Foundation's exclusive 18-month training program sponsored by D.A. Davidson. The following nonprofit organizations applied and were selected for the 2023 cohort: Avenue Scholars of Southwest Iowa; Charles E. Lakin Human Services Campus; Habitat for Humanity of Council Bluffs; Historical Society of Pottawattamie County; Learning for All; Lewis Central Education Foundation; New Visions Homeless Services; Southwest Iowa Families, Inc.; and Wings of Hope. Two representatives from each nonprofit organization attended the January 26 kick-off session that included a conversation around Fundraising and the Science of Giving from guest presenter and expert, Dr. Jenni Frumer, nonprofit consultant and former CEO of Alpert Jewish Family Service of West Palm Beach, Florida.


"Make It Happen" is designed to support nonprofit partners by increasing their ability to put a comprehensive plan in place that focuses on the benefits of a strong, endowed funding stream. The training program will not only ensure a nonprofit organization's long-term viability and strength but will also effectively create a widespread culture of philanthropy throughout the Community Foundation's western Iowa service area. The program consists of six-monthly meetings from January to June, and then moves to quarterly "Continuing to Make It Happen" sessions where participants are able to learn from subject matter experts based on their personal feedback and needs.

Community Foundation For Western Iowa – Worthy Cause Amber Ale Recipient

The Community Foundation for Western Iowa is the Worthy Cause Amber Ale recipient at Full Fledged Brewing Co. from January – June. A portion of taproom proceeds from Worthy Cause Amber Ale purchases during this time will go to the Community Foundation! Watch for events in May and June!



Ashley Magon
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712-308-3125
ezgreenhouse@gmail.com

Community News

Avoca Main Street Welcomes Styles by Sarah Salon & Celebrates A Big Move with Brocker, Karns & Karns



Congratulations to Sarah Kiesel on the Grand Opening of Styles by Sarah! We are so excited to welcome you to the Avoca Main Street community at 101 N Elm Street. Sarah has been working in this industry for 16 years, and her services include cuts, colors, manicures/pedicures and waxing - she is sure to bring a wealth of experience to the area. Be sure to follow the Facebook page for more updates, specials and information: [Styles by Sarah](#)



Congratulations to Heather Bauerkemper, of Brocker, Karns & Karns on the purchase of the Hoffman Agency and move to the new location at 103 N Elm Street, Avoca! Heather has been an employee with BKK for 10 years and will continue her expertise and experience running both locations in Avoca and Walnut. It is also wonderful that Darlene Eggars was recognized for her 43 years of service to Main Street Avoca. We wish Heather the very best in her new endeavor and thank Darlene for her many years of dedication.



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Community News

Grace and Wellness Massage Therapy & Meadow and Charm Hold Joint Ribbon Cutting Ceremony at Studio 176




Congratulations to Becky Pieken of Grace & Wellness Massage Therapy on her most recent venture! Becky is a highly qualified massage therapist who has been specializing in Swedish and deep tissue massage for 8 years. If you're looking for a reliable massage therapist, look no further. Call to set up an appointment - you won't be disappointed! You can find information on the [Grace & Wellness Massage Therapy](#) Facebook page.

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Help us in congratulating and welcoming Brandy Gage of Meadow and Charm to the Avoca Main Street business community! Her custom jewelry is classic, timeless, and beautiful. Pick from infinity chains (bracelets, anklets or necklaces), and piercings that match your style and that you can wear for years to come. Stop into the new space at 176 S Elm Street, Avoca or follow her on Facebook for services and upcoming events: www.facebook.com/meadowandcharm

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Community News

Ribbon Cutting Ceremony Information

Congratulations! If you are reading this, you must be getting ready to celebrate the opening of a new business, an anniversary, or the relocation/expansion of an existing business in western Iowa. We are excited for your success and appreciate the opportunity to help you mark this momentous occasion. A ribbon cutting can inaugurate a business's first day or it can take place after your soft opening. We provide these services absolutely free to businesses in our area.

WHAT ARE THE BENEFITS OF HOLDING A RIBBON CUTTING?

Because the ribbon cutting marks a significant moment in the business's history, this is a great photo opportunity to record. The ribbon cutting ceremony gives the owner a chance to introduce themselves to those gathered and the community at large to talk about what their business does. Word-of-mouth can travel farther than you might think. Owners have also used this time to publicly thank their financial backers, employees, family and friends, and/or business partners.

WIDA will gladly coordinate with your city officials, invite our Board of Directors and business members to attend, promote your event on our website, Facebook page and newsletter (if submitted ahead). Our staff will arrive at your location with red ribbon and official ceremonial scissors, as well as take photos and share them with you, on our social media and in the next newsletter. WIDA has a large reach within western Iowa, and we want others to hear about your business.

THINGS TO CONSIDER ABOUT YOUR RIBBON CUTTING

WHO will cut the ribbon? The owners or top executives most frequently do the honors, but each organization is different and can pick whomever they like. **WHEN** will you hold your event? We find that Wednesday-Fridays, midday over the lunch hour, late afternoon, or early evenings draw the largest crowds. Getting the word out 3-4 weeks in advance is highly recommended for maximum exposure and attendance. **WHAT** you wish to share prior to cutting the ribbon. You can thank those who helped along the process, how you came about starting your journey, or share any specials or upcoming events. Please limit your speech to 3 minutes or one page of notes. **HOW** to maximize the event. Consider telling all of your family and friends and sending invites to clients. Offer drawings/raffles to collect business cards to build your database. Typical events only last 15-30 minutes. Drinks, refreshments, decorations and door prizes are optional and up to you. Keep in mind, however, that the actual ribbon cutting ceremony is typically short and sweet. Your grand opening celebration with others can keep going as long as you wish.

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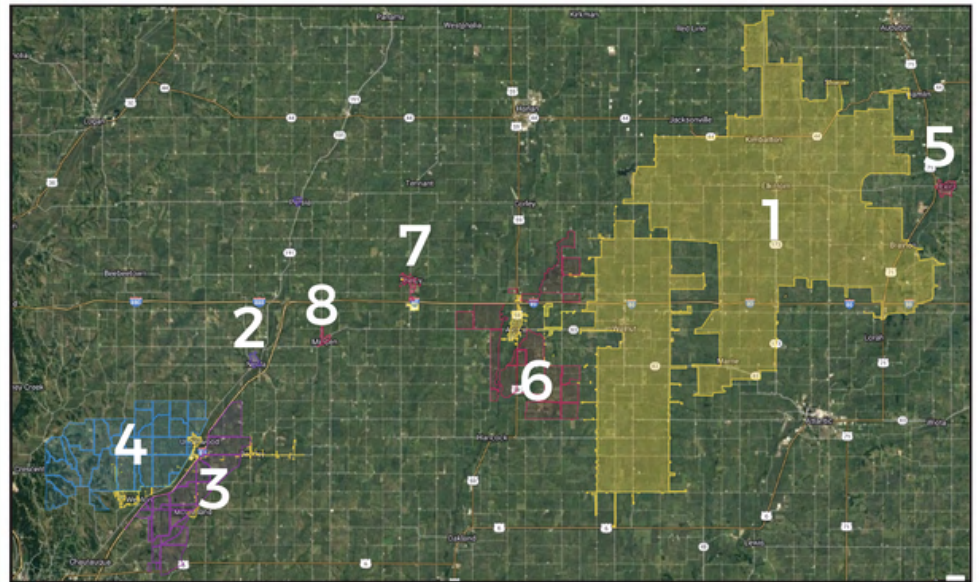


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Community News

Marne Elk Horn Releases Updates for Fiber Construction Map & Corresponding Timelines



Fiber Construction Map & Timeline Key

	1. Currently Served by Fiber		5. Exira - In Progress
	2. Neola - in Progress		6. Rural Avoca - Planned
	3. Rural Underwood East - in progress		7. Shelby - Planned
	4. Rural Underwood West - Spring 2023		8. Minden - Planned

Fiber Construction Update:

- **City of Exira** - Fiber was buried in the City of Exira in the fall of 2022. Connecting customers to fiber will begin in the Spring of 2023.
- **Neola** - Connecting customers to fiber is continuing. Please call our office to schedule an appointment to be connected to fiber.
- **Rural Underwood East of I-80** - Fiber construction will continue in the Spring of 2023. Supply chain and weather will dictate our schedule but we are hopeful to be connecting customers mid 2023. See project map above.
- **Rural Underwood West of I-80** - Expected start date set for Spring 2023. See project map above.
- **City of Minden** - Construction scheduled to start in 2023, supply chain and weather permitting! Watch your mail and our website this year for details on bringing Marne Elk Horn Fiber to your home or business.

LEARN MORE AT WWW.METC.NET/FIBER

If you are in the construction areas and haven't yet, please complete your **Permission to Bury** form at www.metc.net/permission-to-bury



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Facebook - /MarneElkHorn
Twitter - /MarneElkHorn
Instagram - /marne_elk_horn

Dreamland Theatre Movies

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



The Fabelmans
 Rated PG-13, Length: 2 hr 26 min
 Feb 3, 4, 5

Maybe I Do
 Rated PG-13, Length: 1 hr 30 min
 Feb 10, 11, 12

Special Matinee Presentation on Friday, February 10th
 (Doors open at 12:30 PM, show starts at 1:00 PM)

Ant-Man and the Wasp: Quantumania
 Rated PG-13, Length: 2 hr 5 min
 Feb 17, 18, 19, 24, 25, 26

Movie schedule subject to change due to film availability. Movie schedule updates can be found on [Facebook](#)

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Upcoming Events

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Saturday, February 11

Why is Space Exploration Important? Presentation

10 am to 11 am

Avoca Public Library

213 N Elm Street, Avoca

Thursday, February 16

Native Orchid Identification with Dr. Tom Rosburg

(Part of the virtual plant identification class series coordinated by Golden Hills RC&D)

7 pm to 8 pm: Online class via Zoom

Open to the public. Pre-registration required.

\$10 registration fee (+Eventbrite fee).

Register [HERE](#)

*****MORE Golden Hills RC&D Events** [HERE](#)

Saturday, February 18

Shelby's Annual Soup Cook-Off

5 pm to 7 pm

Unlimited samples of soup, pie auction, raffle drawings

Cardinal Lofts Gym

304 Western Ave, Shelby

Sunday, February 19

Auxiliary Breakfast (3rd Sunday of every month)

8 am to 12 pm

Pancakes, French Toast, Eggs, Sausage, Beverages

Crescent Volunteer Fire Department

102 Florence St, Crescent

Friday, February 24

The Treynor Mouse Derby at Silo's

Doors open at 6 pm, Dinner between 6 and 7:30 pm

Races/games kick off at 7 pm

Purchase tickets online [HERE](#) or at the [occasional collective](#)

Silo's Bar & Grill

4 W Main St, Treynor

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Upcoming Events

Saturday, February 25

Fire and Ice Formal 21+

Starts at 5:30 pm

Formal attire, Cash Bar, DJ, Dancing

Prime rib dinner (catered by Silos)

\$50/ticket or \$375 for table of 8

Purchase tickets at any of the following:

- Carson Country Store, Rolling Hills Bank in Carson, Oakland Pharmacy or the Hair Factory

Oakland Community Center

614 Dr Van Zee Rd, Oakland

(Proceeds benefit Carson, Macedonia & Oakland Fire Dept)

Saturday, February 26

Winter Market 2023

10 am to 3 pm

Treynor Community Center

11 W Main St, Treynor

Tuesday, Feb 28 (On-line Class)

Tuesday, March 28 (On-Line Class)

Tuesday, April 25 (In-Person Class)

Smart Start Courses at IWCC

5:30 pm to 7:30 pm

2-Hr FREE course providing steps to starting a business

Small Business Development Center

Iowa Western Community College

Register [HERE](#)

Saturday, March 4

Maple Tree Tap

11 am to 4 pm

\$3 per person, ages 3 and under free

Register [HERE](#)

Botna Bend Park

42926 Mahogany Road, Hancock

***MORE Pottawattamie Conservation Events [HERE](#)

Connect With Us



INCENTIVE

WE WANT TO HEAR
FROM YOU



WIDA is asking our members to keep us in mind when you want to share your business events, successes and information with the community. There is no cost to you as a member. Whether it is exciting news regarding your business or an upcoming event, we will find the perfect way to showcase your information. Send a description of what you would like to share, and we will be happy to place your news in our newsletter and on the WIDA Facebook page.

Send your business news by the 20th of every month to: WesternIowaDevelopment@outlook.com to be included in the newsletter. For more information, you can also call us at (531) 800-1301.

As an added incentive, you can also submit your upcoming event information for distribution in the Council Bluffs and Omaha area to WattaWayIA.com. Please direct any questions to email eschwaller@unleashcb.com.

WIDA membership can be an invaluable asset for businesses in rural areas. Our members benefit from the visibility that we bring to the local business community, including opportunities to connect with potential customers and partners, as well as access to resources and support to help you succeed. Additionally, WIDA provides a platform for members to share their stories and experiences so that others can learn from their successes. We hope you make the most of your WIDA membership and that it helps you to continue to grow your business!

Your generous and ongoing support provides our 501(c)6 nonprofit organization with the resources necessary to promote our members and western Iowa communities, to advocate for a favorable economic climate and quality lifestyle, and promote overall tourism in the region. Building strong, thriving business communities takes each of us working together, and WIDA is proud to serve as a resource, connection, and voice for business.



1955

FACEBOOK FOLLOWERS



1709

FACEBOOK LIKES



629

INSTAGRAM FOLLOWERS



1022

NEWSLETTER SUBSCRIBERS

We invite the public to support our WIDA members and local businesses listed in the newsletter when seeking products and services. If you are interested in becoming a member yourself, please let us know.