

# WESTERN IOWA DEVELOPMENT ASSOCIATION COMMUNITY NEWSLETTER

November 2023



## SHOP LOCAL, SUPPORT BIG DREAMS

It's wonderful to see the support for local businesses and the initiative to encourage the community to shop locally during Small Business Season.

By shopping locally, we foster a sense of unity while encouraging sustainable economic growth. These small businesses are our backbone, providing jobs while contributing to the unique character and vibrancy of our community.



Frosting, Inc.  
Walnut, IA



The Occasional Collective  
Treyvor, IA

## PINK IS THE NEW BLACK FRIDAY

.....

## PINK FRIDAY SMALL BUSINESS SATURDAY

November 17th  
November 25th

## IN THIS ISSUE

- 1-2 Shop Local
- 3 WIDA Welcomes
- 4 What is WIDA
- 5 City Resources
- 6 Ribbon Cutting Info
- 7 Successful Ribbon Cuttings
- 8-10 Upcoming Holiday Events
- 11 Sponsor Spotlight
- 12 Dreamland Theatre
- 13 Connect with Us

## THANK YOU TO OUR CITY SPONSORS

- AVOCA
- CARSON
- HANCOCK
- MACEDONIA
- MCCLELLAND
- MINDEN
- OAKLAND
- TREYNOR
- SHELBY
- WALNUT

LIVE • WORK • EXPLORE • THRIVE

CONNECT WITH US



**Pink Friday** is an annual event held each November with one mission: #SUPPORTSMALLFIRST. Before black Friday & before the big guys... this is community over competition at it's finest!



Let's celebrate Iowa's hard-working community, shop your small local businesses for all your upcoming holiday needs.

**For every \$100 spent locally, \$68 stays in the community vs. \$100 spent at a national chain, only \$43 stays local.**



*a bitof IOWA | Walnut IA*

**What happens when you shop local?**

- Sales taxes are reinvested in your community
- More \$\$ in local economy
- You create local jobs helping the environment
- Conserves energy,

Nurturing local businesses ensures a strong community.



*The Unique Boutique VIP | Neola IA*



**ARBOR BANK**

*Helping You Grow*

**301 Oakland Avenue • Oakland**

**712-482-6431**

**www.ArborBanking.com**



**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  
sorenson.sorenson.fbfsagents.com



*Greetings from*  
**DESTINATION**  
COFFEE & CUISINE

Call ahead or order online at  
712-435-2020 or  
destinationcoffeeandcuisine.com

301 Pullen Ave, Oakland IA







**STACIE KINNEY**

**Director**

712-406-6234

[westerniowadevelopment@outlook.com](mailto:westerniowadevelopment@outlook.com)

Box 98 Neola, Iowa 51559

**MEET STACIE,**

the incoming director at WIDA. As a professional photographer for 25+ years, Stacie understands the importance of visually documenting at full spectrum. From the everyday life to significant occasions, Stacie is excited to weave together the stories of our small but fascinating communities through social media outreach.



Stacie is enthusiastic about establishing connections with WIDA members and exploring fresh avenues to enhance community involvement and strengthen the incredible local businesses we have.

**Do you have an upcoming community event?**

Contact Stacie at [westerniowadevelopment@outlook.com](mailto:westerniowadevelopment@outlook.com) with your information.



**W**estern  
ventures, Inc.

THE OCCASIONAL  
COLLECTIVE  
— locally sourced goods —

**AVOCA**  
MAIN STREET

**TFS** **TOTAL**  
FARM  
SOLUTIONS

CONNECT WITH US



## Small Town Feel, Big City Heart.

### WIDA Refresh

The role of WIDA is to facilitate economic opportunity, business success, community engagement, prosperity and quality of life for rural western Iowa. Our primary functions are to provide services that are effective to both its business members and the communities as a whole and to act as a voice for the business and professional community.

### MISSION

Offer guidance and direction to residents in rural communities to stimulate economic advancement and enhance their quality of life.

### WIDA Board of Directors

#### PRESIDENT

*Kevin Zimmerman*

*Susan Miller*

*Trace Frahm*

#### VICE PRESIDENT

*Mike Holton*

*Brian Shea*

*Ron Kroll*



LIVE • WORK • EXPLORE • THRIVE



Help our community meet the challenges of changing times.  
*Create impact and give where we live.*

www.givewesterniowa.org | www.sharegoodiowa.org  
712.236.7007



**Daulton Maassen**  
Investment Advisor Representative



Hamilton Financial Services

O: (712) 784-5500 C: (712) 250-3109  
F: (712) 784-5503

daulton.maassen@securitiesamerica.com  
www.hamiltonfinancialservices.net

308 Antique City Drive, Box 557 Walnut, IA 51577



✉ juli@prairiecrossingwine.com ☎ 712.487.3812

🌐 www.prairiecrossingwine.com 🏠 31506 Pioneer Trail, Treynor





# POTTAWATTAMIE COUNTY RESOURCES

## ELECTED OFFICIALS

### >>> AVOCA

#### Mayor

Tom Bruck

#### City Clerk

Teresa Hoepner

(712) 343-2424

cityclerk@cityofavoca.com

### >>> CARSON

#### Mayor

Tim Todd

#### City Clerk

Brianne Duede

(712) 484-3636

carsonclerk@gmail.com

### >>> HANCOCK

#### Mayor

Vince Guyer

#### City Clerk

Kimberly Gress

(712) 741-5665

### >>> MACEDONIA

#### Mayor

Melia Clark

#### City Clerk

Moriah Mahan

(712) 486-2323

macedoniacityhall@gmail.com

### >>> MCCLELLAND

#### Mayor

Mitchell A. Kay

#### City Clerk

Denise Magnuson

(402) 670-1062

magnuson1971@gmail.com

### >>> MINDEN

#### Mayor

Kevin Zimmerman

#### City Clerk

Teresa Tenner

(712) 483-2991

ttenner@walnutel.net

### >>> OAKLAND

#### Mayor

Brant A. Miller

#### City Clerk

Marissa Lockwood

(712) 482-6811

oaklandclerk@frontiernet.net

### >>> WALNUT

#### Mayor

Wm. Brett Simpson

#### City Clerk

Shannon Wood

(712) 784-3443

citywaln@walnutel.net

### >>> TREYNOR

#### Mayor

Allen Hadfield

#### City Clerk

Michael Holton

(712) 487-3787

cityhall@cityoftreynor.com

ajhadfield@cityoftreynor.com

### >>> SHELBY

#### Mayor

Ron Kroll

#### City Clerk

Chris Martin

(712) 544-2404

smu2@walnutel.net



# RIBBON CUTTING CEREMONY INFORMATION

## CONGRATULATIONS

On your upcoming business milestone! Whether you're opening a new business, celebrating an anniversary, or relocating/expanding an existing business in western Iowa, we are thrilled for your success and grateful for the opportunity to assist you in commemorating this special occasion. Our services for ribbon cutting ceremonies are entirely free for businesses in our area.

## WHY HOLD A RIBBON CUTTING CEREMONY?

This event serves as a significant milestone in the history of your business and presents an excellent photo opportunity to capture the moment. It allows the owner to introduce themselves to the attendees and the wider community, explaining the nature of their business. Additionally, a ribbon cutting ceremony provides a platform to express gratitude to financial backers, employees, family, friends, and business partners. We, at WIDA, can coordinate with city officials, invite our Board of Directors and business members, and promote the event on our website, Facebook page, and newsletter (if submitted ahead). Our staff will arrive with ceremonial scissors and ribbon, as well as capture photos to be shared on our social media platforms and in our next newsletter. We have a wide reach within western Iowa, and we want others to hear about your business.

## THINGS TO CONSIDER FOR YOUR RIBBON CUTTING CEREMONY:

- Who will cut the ribbon? It is common for owners or top executives to perform this honor, but ultimately, the choice is yours.
- When will you hold the event? We recommend Wednesday-Fridays, during the lunch hour, late afternoon, or early evening to attract the largest crowds. It's also advisable to promote the event 3-4 weeks in advance to maximize attendance and exposure.
- What would you like to share before cutting the ribbon? You can express gratitude towards those who supported you throughout the journey, share the story behind your business, or mention any special offers or upcoming events. Please limit your speech to three minutes or one page of notes.
- How can you maximize the event? Make sure to invite your family, friends, and clients. Consider hosting a drawing or raffle to collect business cards and expand your database. While drinks, refreshments, decorations, and door prizes are optional, keep in mind that the ribbon cutting ceremony itself is typically short. However, your grand opening celebration with others can continue as long as you wish.

We look forward to celebrating this momentous occasion with you and helping to make it a memorable experience.

**OLESEN AUTO CENTER**  
SALES SERVICE TIRES

Serving Southwest Iowa since 1917!

**J OLESEN**  
www.olesenautocenter.com  
jolesen@olesenautocenter.com  
126 N. Elm Street  
Avoca, IA 51521  
(712)-343-6321  
Cell (402)216-6756



**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
Walmart.....	(712) 784-2201
<b>In Minnesota:</b>	
Brewster.....	(507) 842-5933
Worthington.....	(507) 372-2933
<b>In Wyoming:</b>	
Wheatland.....	(307) 322-1694

**THE UNIQUE Boutique**  
IOWA



**THE HOME AGENCY**  
thehomeagency.com

**KEVIN & SARA ROSS**  
Crop Insurance Agents

91 Main Street • McClelland, IA 51548  
kross@thehomeagency.com • 402.740.5624  
sross@thehomeagency.com • 402.740.8986

**OmniTel COMMUNICATIONS**

**Mark Pietig**  
CUSTOMER SOLUTIONS MANAGER  
mpietig@omnitel.biz

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

OmniTel.biz   105 N West Street  
Truro, IA 50257

**HUMMEL Insurance services**  
Tel: (712) 482-6424 | (800) 482-6426  
www.hummelins.com | www.facebook.com/HUMMELINS

**Craig C. Hummel, CIC**

142 Main St, PO Box 579  
Oakland, IA 51560-0579  
Email: craig@hummelins.com





# CONGRATULATIONS RIBBON CUTTING SUCCESS!



**GREEN VALLEY INC.**  
110 W Ellsworth St | Avoca

Where innovation meets dedication in pursuit of a sustainable future. Find consistently fresh and top-quality vegetables, year-round, regardless of the weather outside. We're not your typical farm. Our vegetables are grown hydroponically, nurtured with precision and care, free from harmful pesticides, and packed with nutrients.



**THE WILD GOOSE CHASE**  
105 Broadway | Carson

A new establishment opened by Barb Goos, where you can enjoy wine and paint parties. Whether you're planning a birthday party, bachelorette party, anniversary celebration, family gathering, or simply a fun getaway with friends gather your flock and contact Barb at 531-205-9511 to schedule your fun-filled event!



**THE GATHERING PLACE**  
Neola

An amazing space that houses, NAMI Southwest Iowa, Lookout Village, and NEOLA Betterment CORP. These organizations are all about providing support, inclusivity, and making our community better.



**NEW COMMUNITY PLAYGROUND**  
Crescent

A BIG shout out to everyone that made this night happen, the Summy Family, Iowa West Foundation, The Crescent City Council, Crescent Park Board, Henry's Diner Nothin' Finer, and Sashole Donuts.

# UPCOMING HOLIDAY EVENTS

## ANNUAL COMMUNITY THANKSGIVING POTLUCK DINNER NOVEMBER 23RD | 8 AM - 12 PM

Carson Community Center | 316 S Commercial St • Carson

Doors open at 8 AM - meals served at 12 PM.

Meat, potatoes, dressing, drinks, and table service provided.



Walnut, Iowa's Antique City presents our 41<sup>st</sup> Annual Christmas Walk  
Nov 24-26 Friday & Saturday open 9-5 and Sunday open 9-4

**TREYNOR COMMUNITY CENTER 11.26.2023**  
4:30-7:00PM • SANTA ARRIVES AT 5:30PM  
**WEAR YOUR CHRISTMAS PJS & SLIPPERS!**  
PANCAKE MAN • CRAFTS • PHOTO STATION • COOKIE DECORATING  
HOT COCOA STATION • BOXED CHRISTMAS COOKIES FOR SALE • CARDINAL TREE

## ANTIQUITY CITY PRESENTS 41ST ANNUAL CHRISTMAS WALK NOVEMBER 24TH - 26TH

Antique City | Walnut

Friday & Saturday  
9 AM - 5 PM  
Sunday  
9 AM - 4PM

## JTW TREYNOR COMMUNITY CHRISTMAS NOVEMBER 26TH | 4:30 PM - 7 PM

Treynor Community Center | 11 West Main St • Treynor

Wear your Christmas PJs and slippers!

- Christmas Cookies for Sale
- Crafts
- Photo Station
- Cookie Decorating
- Hot Cocoa Station
- Pancake Man
- Cardinal Tree

## OAKLAND HOLIDAY HOME OF THE WEEK DECEMBER 1ST - 22ND

Sponsored by: Oakland Chamber of Commerce

Lights must be turned on by 7 PM each Friday night and a yard sign will be placed for the week. One winner each week and a small prize will be awarded.

Contact us today about our  
**Internet, TV & Voice Services**  
Marne Elk Horn  
Your Local Connection  
www.metc.net  
712-764-6161 - Elk Horn  
712-784-2211 - Walnut & Avoca  
Internet • Television • Phone

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

Kim Canada  
Owner  
Walnut, IA  
712-249-5942  
kimjcanada@gmail.com  
EST. 2017  
f o





# UPCOMING HOLIDAY EVENTS

## LIGHT UP THE HOLIDAYS DECEMBER 2ND | 11 AM - 2 PM

Shelby Fire Hall | 402 Center St • Shelby

Join the Shelby Fire and Rescue Hotspots for Light Up the Holidays. Free will donations will go to support Grace Pauley, of Shelby, recovering from an auto accident and Laura Kemmish, of Shelby, battling Stage 4 Non-Hodgkins Lymphoma.

- Make and take crafts
- Wagon rides
- Photos with Santa
- And More!



## BREAKFAST WITH SANTA DECEMBER 3RD | 8 AM - 1 PM

Walnut Community Center | 415 Antique City Dr • Walnut

The Walnut Community Center Foundation & The Play Haven Child Care Committee Present - Breakfast with Santa - Join Santa for a FREE Will Donation Pancake Breakfast! Donations will support the Walnut Community Center & Play Haven Child Care Center.

- Pictures with Santa & Mrs. Claus from 9 AM - 12 PM
- Free photos by Tiffany Jodene Photography



## SOUP IN SANTA'S KITCHEN DECEMBER 3RD | 11 AM - 1 PM

DeWitt Building | Macedonia

Come join in some Christmas cheer and merriment. Soup supper with homemade Christmas favorites. We will have an additional meal option for kids.

- Cookie/Christmas Candy Swap
- Kids cookie decorating
- Bring a dozen - Take a dozen
- Santa photo op
- Christmas Recipe Exchange
- Kids crafts
- Bring favorite recipes on index cards



# UPCOMING HOLIDAY EVENTS

## ANNUAL CARSON CHRISTMAS DECEMBER 6TH

\*\*Watch for future advertisements\*\*  
.....

Events will include a soup supper, vendor/craft show, business open house, and Santa Clause.

## FESTIVAL OF TREES DISPLAY DECEMBER 6TH | 9 AM - 8:30 PM

Carson Fire Station Hall | 127 Broadway • Carson  
.....

Carson's 2nd annual Festival of Trees - Open for "Self Guided Tours." Held in conjunction with the 30th annual Christmas in Carson Event



## McCLELLAND TOWN HALL SANTA DECEMBER 10TH | 2 PM - 5 PM

\*\*More information to follow\*\*  
.....

## MONDAY NIGHT MEALS AT WCC DECEMBER 11TH & 18TH | 5:30 PM

Walnut Community Center | 415 Antique City Dr • Walnut  
.....

Kitchen opens at 5:30 PM

- December 11th
  - French Dip, Loaded Mashed Potatoes, Salad Bar, & Dessert
- December 18th
  - Creamed Turkey over Biscuit or Mashed Potatoes, Cottage Cheese, Veggie Sticks, and Dessert



## FROSTING, INC. AFTER DARK DECEMBER 14TH | 5 PM-8 PM

Frosting, Inc. | 602 Highland St • Walnut  
.....

Joining us are:

- Meadow & Charm
- Rustic Door Boutique
- Fashion & Fields
- Minden Meat Market
- Lucky Wife Wine Slushies



Find Your Fire



The world is waiting®





# SPONSOR SPOTLIGHT



## a bit of IOWA

At 'a bit of IOWA' we've created a place for locals and visitors to gather. Enjoy a lunch homage with fresh garden veggies and meats. Sip on a glass of wine, and enjoy a sweet treat with a nice hot cup of fresh coffee. While you're here you can enjoy the art that's for sale by local artists. Or look in awe at our wall of 35,000 pieces. Puzzles are always on the table. Our Pitch players come in on Tuesdays and Fridays if you're interested in joining in. Keep an eye out for special "Date Nights" in January and February. Coffee and roll is only \$5 every day, all day. Order your holiday pies early. Apple, berry, and pumpkin \$20. Cookies are \$15 for a baker's dozen. Quiche, cinnamon rolls, and more. All are baked daily in store.

A bit of IOWA supports Operation Home Front, our Veterans, and our community. We welcome you home. Relax. Enjoy Walnut, our bit of IOWA.



a bit of IOWA  
712 784-3187  
712 784-2369  
607 Highland St.  
Walnut, IA 51577



**DREAMLAND  
THEATRE**



**NOW  
SHOWING**

(402) 484-2281

107 Broadway | Carson, IA

Tickets \$4/person

**NOVEMBER 2023**

Doors Open - 7:00 PM | Show Time - 7:30 PM

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

**AFTER DEATH**

Rated: PG-13, Length: 1 hr 50 mins

Nov. 3, 4, 5

**THE ORIGINAL GOONIES**

Rated: PG, Length: 1 hr 45 mins

Nov. 10, 11, 12

**TROLLS BAND TOGETHER**

Rated: PG, Length: 1 hr 31 mins

Nov. 17, 18, 19

**TROLLS BAND TOGETHER**

Rated: PG, Length: 1 hr 31 mins

Nov. 24, 25, 26

**ZIMMERMAN SALES & SERVICE, INC.**  
**KEVIN ZIMMERMAN**      **KPRENTALS@WALNUTEL.NET**  
**402-676-9019**      **202 SOUTH 2ND ST, NEOLA IA**

**martenslawncare**      **712-310-7521**  
**@outlook.com**

**MARTENS LAWN CARE LLC**  
 Services include:  
 • Lawn Mowing / Trimming      • Spring / Fall cleanups (leaf removal)  
 • Mulch and Rock Applications      • Small trees, weeds, debris, shrub removal, and more!  
 • Hedge Trimming and Pruning

Call Kristian for your free estimate today!

**THE FINISH LINE  
CAR WASH**  
*Carson, Ia.*

Randy & Susan Miller  
402-651-0652 (cell)

RASE90@frontiernet.net  
712-484-3969 (home)

*Serving Carson & Surrounding Communities for 25 Years*

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

**JOIN NOW**

**NACC  
COMMUNITY  
CENTER**

110 4th Street, Neola, IA 51559  
712-485-2489

- 24 HR ACCESS
- CLASSES
- OPEN GYM

a bit of  
**IOWA**  
GALLERY

**Karol Calabro**

607 Highland  
Walnut, Iowa 51577

712.784.3187  
712.784.2369





# CONNECT WITH US



## 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](mailto:WesternIowaDevelopment@outlook.com) to be included in the newsletter. For more information, you can also call us at (712) 406-6234.

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!



**2.4K**  
FACEBOOK FOLLOWERS



**752**  
INSTAGRAM FOLLOWERS



**1,035**  
NEWSLETTER SUBSCRIBERS

Your generous and ongoing support provides our 501(c)6 nonprofit organization with the resources necessary to promote our members and western Iowa communities, 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.

