

Western Iowa Development Association

COMMUNITY NEWSLETTER



HERE'S TO YOU!

WISHING YOU A VERY HAPPY 2024

The WIDA team would like to extend our sincerest appreciation for all of your unwavering support and being a cornerstone to all the communities we serve!

As we look ahead to the new year, we are excited to continue our partnership with you and to work together making a positive impact in our communities. Here's to wishing you all a 2024 that's packed with the happiest moments and endless success!

A WARM WIDA WELCOME

ISU EXTENSION AND OUTREACH

We are so excited to welcome Iowa State University Extension and Outreach Home to the WIDA business community in 2024. Continued page 2.

IOWA STATE UNIVERSITY
Extension and Outreach

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ISU Extension and Outreach builds a strong Iowa by engaging all Iowans in research, education, and extension experiences to address current and emerging real-life challenges. That's our mission.

ISU Extension and Outreach offers two highly recognized programs: 4H clubs and the Master Gardener Program. The 4H clubs had 287 youth participate last year, with many showcasing their exhibits and animals at Westfair. The Master Gardener Program has 65 active volunteers who share their gardening expertise in community projects, city beautification, and farmers' markets.



Providing access to Iowa State University research, educational, and technological resources. Our educational programs cover the entire lifespan, from our youngest to oldest Iowans.



Engage with ISU Extension and Outreach

.....

Access the links directly by clicking

- iastate.edu
- Facebook
- Upcoming Events
- 4-H & Youth
- Agriculture & Natural Resources
- Community Development
- Human Sciences

.....

Building a #STRONGIOWA in Pottawattamie County.

ISU Extension and Outreach has a community presence by participating in community events, health fairs, and offering programming to schools and community centers. They offer research-based programming such as fermentation classes, food safety training, and Master Conservationist Program. Check out our Facebook page for more info on programs.

2023

HIGHLIGHTS & REFLECTION

Relive and celebrate the remarkable marketing and communication journey of 2023. WIDA is here to provide you with a concise and compelling overview of the key moments, successful ribbon cuttings, and impactful strategies that shaped your brand's growth and success throughout the year.



A spook-tacular Truck or Treat October | McClelland, IA.



Who remembers how beautiful the September weather was during The Longest Table event? | Avoca, IA



Supporting your local small businesses at Unique Boutique Iowa VIP during Pink Friday November | Neola, IA





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2023 HIGHLIGHTS & REFLECTION



Celebrating a Ribbon Cutting Success in October with the locals at Green Valley Inc. | Avoca, IA



Family fun in September at the Fall Market | Treynor, IA



How much fun was the Riverside Parade?! September | Carson, IA



Spreading some Halloween cheer with the McClelland Volunteer Fire Department | McClelland, IA



Local vendor Fall Market | Treynor, IA

Nurturing local businesses ensures a strong community.

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ventures, Inc.

THE OCCASIONAL
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AVOCA
MAIN STREET

TFS TOTAL
FARM
SOLUTIONS

CONNECT WITH US



2023 HIGHLIGHTS & REFLECTION



Riverside Parade, September | Carson, IA

Enjoy these memorable highlights from fall + holiday.



Holiday festivities, December | Carson, IA



The Occasional Collective, November | Treynor, IA



Seasonal treats at Frosting, Inc. December | Walnut, IA

Thank
.you

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AVOCA

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MINDEN

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IOWA STATE UNIVERSITY

Extension and Outreach

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NEW MEMBER SPOTLIGHT



Bev's Porch

A charming brick-and-mortar establishment that combines the cozy feel of a coffee shop with the excitement of small-town shopping. The menu offers classic coffee options such as Black Coffee, Americanos, Cappuccinos, and Lattes, as well as refreshing smoothies, Bursting Bobas, lemonades, and much more. Meanwhile, the retail side features a wide range of locally-made products such as shirts, blankets, candles, soaps, jewelry, and more.

Bev's Porch is a heartfelt tribute to the memory of the owner's beloved grandparents, Beverly and LeRoy, who both passed away unexpectedly in the winter of 2020. Their loss inspired the owner to open a store with the same inviting warmth and comfort as visiting a grandparent's home. Filled with the fragrant aroma of caramel and fresh coffee, vintage furniture, and decor that will encourage you to relax, take a break, and stay awhile.



Be sure to check out a top seller; a handcrafted espresso drink or Bev's Porch candle—a caramel, vanilla, warm coffee scent.

Bev's Porch | 114 Third St
Neola, IA 51559



Small Town Feel, Big City Heart.

Meet the WIDA Board

At our core, we are the voice of business, dedicated to supporting our members' success. Our ultimate goal is to champion and promote the prosperity of our communities.



PRESIDENT
Kevin Zimmerman



EXECUTIVE DIRECTOR
Stacie Kinney

MEMBERSHIP DRIVEN COMMUNITY GROWN

WIDA continues its efforts to engage members and the community through its website, social media platforms, electronic newsletters (print newsletters as requested), as well as email communication.

These outlets allow us to remain on the cutting edge of digital communications as well as provide traditional forms of communication while serving as a voice for our rural businesses and communities.



VICE PRESIDENT
Mike Holton



Brian Shea



Ron Kroll



Susan Miller



Trace Frahm

A QUICK TREAT

JUST A SWEET TESTIMONIAL



Owner Kim Canada | Frosting Inc.
Walnut, IA

“Stacie’s been great to work with so far. She’s incredibly supportive of my small business. When she was delivering the orders she picked up from me, she was talking me up big time to the Avoca office not knowing the clerk is one of my best friends. I assume she did this with every office, but her words were very much appreciated!”

WIDA BUSINESS MEMBERSHIP

CIVIC MEMBERSHIP

\$ 75⁰⁰

Per Year

- Help you claim a FREE Google account
- Offer Facebook groups for B2B networking
 - Rural Pott. Co. Boz Network Group
 - Rural Pott. Co. Dining & Drinking Group
- Brainstorming promotional/marketing ideas with you
- Receive WIDA quarterly e-newsletter
- Advertisement of your promotions and specials.
 - Specials
 - Open houses
 - Holiday promotions
 - Specialty days (military discounts), etc.
- Recommendation of grants (if nonprofit)

BRONZE MEMBERSHIP

\$ 100⁰⁰

Per Year

- Front page welcome in WIDA's e-newsletter
- Listed on WIDA website as a member
- Listed on WIDA Annual Report as a member
- WIDA membership window decal
- Receive WIDA quarterly e-newsletter
- Access to Ribbon Cuttings for special events
- Promotion of news releases, when sent in
- Event postings on WIDA calendar, when sent
- Opportunity to be a "Did You Know? Wednesday" business
- Promo flyers on our website, when sent
- Business-card ad in 4 consecutive WIDA e-newsletters
- Listed in our website business directory

SILVER MEMBERSHIP

\$ 500⁰⁰

Per Year

- Front page welcome in WIDA's e-newsletter
- Listed on WIDA website as a member
- Listed on WIDA Annual Report as a member
- WIDA membership window decal
- Receive WIDA quarterly e-newsletter
- Access to Ribbon Cuttings for special events
- Promotion of news releases, when sent
- Event postings on WIDA calendar, when sent
- Opportunity to be a "Did You Know? Wednesday" business
- Promotional flyers on our website, when sent
- Business-card ad in 4 consecutive WIDA e-newsletters
- 30 min. professional branding photoshoot with Stacie Kinney

GOLD MEMBERSHIP

\$ 1000⁰⁰

Per Year

- Front page welcome in WIDA's e-newsletter
- Listed as WIDA website as member
- Listed as WIDA member on Annual Report
- Access to Ribbon Cuttings for special events
- Event postings on WIDA calendar
- Business-card ad in 4 consecutive WIDA e-newsletters
- Listed in our website business directory
- WIDA town landing page sponsor for a year
- Technical assistance
- Event organizational checklists
- Social media account
- Tourism venues listed on Travellowa.com
- Marketing materials upon request
- Front page WIDA e-newsletter sponsor for a year
- Grant review and proofreading upon request
- One voting representative on the WIDA Board
- 30 min. professional branding photoshoot with Stacie Kinney



2023 HIGHLIGHTS & REFLECTION



Spreading Christmas cheer | Avoca, IA



Holiday festivities | Carson, IA



All smiles at The Longest Table event in September | Avoca, IA



Bev's Porch - your one stop shop for local gifts & coffee | Neola, IA



Showcasing the community's talent and creativity at a bit of IOWA | Walnut, IA

Do you have an upcoming community event?

Contact Stacie at westerniowadevelopment@outlook.com with your information.

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2023 HIGHLIGHTS & REFLECTION



Owners of B Restored | Walnut, IA

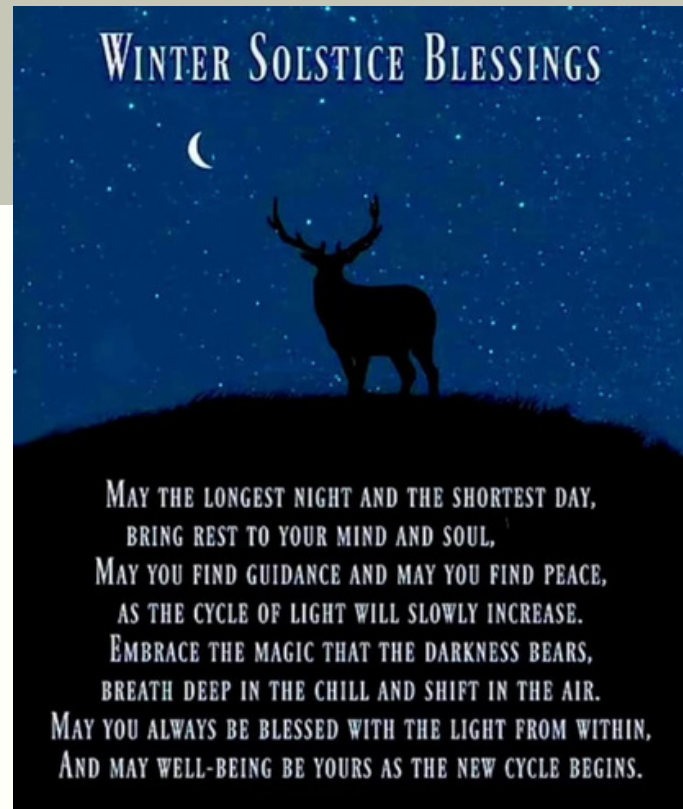




UPCOMING EVENTS

FIRST DAY HIKE - PREPARATION CANYON MON, JANUARY 1ST | 1 PM - 3 PM

Ring in the new year with a free, family-friendly hike in the Loess Hills! Monday, January 1, 2024. Meet at Preparation Canyon State Park along Preparation Canyon Road, southwest of Moorhead, Iowa. Pizza & hot chocolate at the Brent S. Olson Memorial Visitor Center in Pisgah will follow the hike.



MARNE ELK HORN FIBER UPDATE

»»» Attention Rural Underwood (West of I-80) Residents



Fiber is buried!! Now onto the next stage - Splicing and Testing! This stage will be worked on throughout the winter. Once your area is spliced and tested we will reach out to you to be connected!

We are expecting to start connecting early 2024! Thank you for your patience as fiber construction is a long process, we are excited to share awesome services over the new Fiber in the New Year!

»»» Hey MINDEN!



Winter has put a halt to Fiber construction for now, but please know as soon as weather permits in the spring, we will be back to work to bring fiber to your home or business!



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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.

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Email: craig@hummelins.com



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

>>> 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

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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 (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



763
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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.

