Western Iowa Development Association

COMMUNITY NEWSLETTER



A WARM WIDA WELCOME,

Preserving Heritage | B Restored -A Family Legacy in Walnut, Iowa

In the cozy antique town of Walnut, Iowa, there's a special place filled with treasures called **B** Restored.

It's not just a store; it's where families' stories come alive.





B Restored | 216 Antique City Dr Walnut, IA 51577

Owned by Neal and Pam Schirm, their love for family and history shines through in every detail.

The "junk hunks" are the strong guys in the family. They handle the heavy stuff with ease, making sure everything gets where it needs to be.

We are so excited to welcome B Restored to our WIDA community. Cnt'd page 2.

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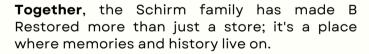


Heather, the oldest daughter, loves searching for and finding "good junk". She and her husband, Lenny, are passionate about restoring "the old" and making it shine like new again.

Neal and Pam's other daughter, Mindy runs B Worn, a modern twist in the vintage store. You can find trendy clothes and accessories there, mixing old and new in a fun way.

Tyler, the son, enjoys finding and restoring furniture pieces (work benches in particular) to sell in the shop. And don't forget Sawyer Bean Candle Co., run by Ashley, Tyler's wife. Her candles add a cozy touch to B Restored.





Come visit and experience all that B Restored has to offer.





★★★★ - "A cute store full of unique finds; we visited during the big annual Walnut antique fair in June."

★★★★ - "The owners are so friendly & helpfull!! Such a nice & caring community!..."

LIVE . WORK . EXPLORE . THRIVE







In regard to the April 26th tornado damage



Minden Mayor **KEVIN ZIMMERMAN**

We are continuing the debris haul-a-way and hope to finishing the major piles by the end of the week. We're still working to remove the tree debris and a large grinder has been brought in to help. Things are starting to look better around town. Several homes have been demolished with many more to come. Building repair has already started for the homes with minor damage and hopefully we'll see more building contractors in Minden very soon.



UPCOMING **EVENTS**

FROSTING, INC. ONE YEAR ANNIVERSARY

Saturday June 1 10-4

602 Highland St., Walnut



Vendors joining us: The Feed Trough Meadow and Charm Minden Meat Market My She Shed **Rustic Door Boutique**



JUNE 1ST • SATURDAY FROSTING, INC.

celebrate delicious small business turning one on having a storefront!

- Giveaways
- **NEW Cupcake Flavor**
- Vendors
- Food truck!

Do you have an upcoming community event?

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



















2024

PACK the GRANDSTAND

Mural artist Zack Jones will take inspiration from this event to create a mural to commemorate the importance of the historical grandstand. Macedonia Main Street Mural will be unveiled during Donia Days August 17th















JUNE 14TH - 16TH WALNUT ANTIQUE SHOW FATHER'S DAY WEEKEND

This event brings together hundreds of vendors from across the country. With unique collections waiting to be discovered, you're sure to find that perfect piece that speaks to you. Join us for a weekend filled with celebration, great finds, delicious food, and fun for the whole family. Mark your calendars and experience why Walnut, lowa is one of the top destinations for antiquing in America.





SAT • JUNE 29TH TREYNOR BBQ COOKOFF 5 - 7PM | SILOS PARKING LOT

Treynor Days 4th Annual BBQ Amateur BBQ Contest. Barbeque Cookoff Sponsored by the City of Treynor. Bring the whole family and join us for a Pulled Pork Feed! Includes BBQ, Chips, Baked Beans and Cheesy Potatoes.



FOOD TRUCK NIGHTS 5 - 8PM | AVOCA FAIRGROUNDS

- May 16th
- June 20th
- July 18th (County Fair)
- August 15th
- September 19th



















JULY 18TH - 21ST THE ORIGINAL FAIR AVOCA, IOWA

Thurs • July 18th

Vendor Food Truck & Family Night

**Free Event

Fri • July 19th

7pm - Live Band with Taxi **Drive LIVE**

Sat • July 20th

- 1pm WIMRA Mud Truck Races
- 6pm Side by Side Races

Sun • July 21st

1pm - Side by Side Short Course Rally Races

Do you have an upcoming community event?

Contact Stacie at westerniowadevelopment@outlook.com

IOWA STATE UNIVERSITY Extension and Outreach

Geré Stevens

County Educator

West Pottawattamie County 126 East Broadway, Suite 2 Council Bluffs, Iowa 51503 712 366-7070 gere@iastate.edu



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

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

Serving Carson & Surrounding Communities for 25 Years





BEST

POTTAWATTAMIE COUNTY

RETAIL BUSINESS



HOLIDAY INN HOTEL & SUITES @ AMERISTAR

MT. CRESCENT SKI AREA

ATTRACTION

THE UNIQUE **BOUTIQUE IOWA**

PIZZA KING







WIDAIOWA.ORG

BEST

HOTEL





Treynor Farmers Market

Tuesdays 5 - 7pm
Kick-off Party April, 28th
10am - 2pm
April through September
Treynor Community Center
11 W Main St., Treynor

Avoca Main Street, Inc. MarketWednesdays 5 - 7pmJune through September

Avoca Main Street 203 N Elm St., Avoca

Macedonia Market
Kickoff Thursday, June 6
5:30pm - 7:30pm
June - September
9am - 11am

Main Street

One Farm
Indoor Farmers Market

• Year Round
215 E 7th St., Logan

Farmers Market Council Bluffs
Thursday, May 16th - Sept 26th
4:30pm - 7:30pm
Located in Bayliss Park, Council Bluffs

Crescent Farmers Market
presented by Cottage Kitchen
April 27 - Sept 28
• Last Saturday of the Month

9:00am - 1:00pm Crescent City Park



Find Your Fire









The world is waiting*

LIVE . WORK . EXPLORE . THRIVE









CROCKERY & MORE

Founded in mid-2020, Crockery & More emerged as lowa's premier destination stoneware enthusiasts, swiftly securing its position among the top 5 such establishments in the Midwest. While our commitment to offering a diverse range of stoneware brands remains unwavering, sourcing various sizes presents its own set of challenges. Notably, our 60g crocks have garnered acclaim.

Specializing in revered potteries like Redwing, Monmouth, Ft. Dodge, Whitehall, and Macomb, we engage in the buying, selling, and trading of these cherished pieces. Beyond stoneware, our inventory boasts an eclectic array of antiques, pottery, candles, and even an enticing selection of organic pasta and oils, invoking the flavors of Italy. For those seeking relief from discomfort, our copper ware offers potential respite.

Mark the calendar for our season opener on April 10th, with operating hours from 10 am to around 3:30pm, Wednesday through Sunday, until November. Amidst the hustle, I've had the

pleasure of memorable encounters, like the day a distinguished gentleman, president of the Redwing Stoneware Collectors Society, walked in. Standing beside a puzzle composed of crocks, many of which were his own, acquired at the RWCS California chapter's convention years ago, he became an integral part of our story. His annual pilgrimage from California to Redwing always includes a stop at our store for lively discussions about crocks.



Crockery & More | 225 Antique City Dr Walnut, IA 51577

Interestingly, the puzzle was assembled and framed by my 95-yearold father just before our grand opening, adding a sentimental touch to our journey. Frequently, customers mistake our centuryold crocks for new acquisitions, only to be astounded by their age and functionality. Few realize that the gallon measurement denotes their capacity, with smaller sizes akin to Tupperware and larger ones serving as the refrigerators of yesteryears.

Embarking on this entrepreneurial venture, I've learned valuable lessons, particularly the importance of humility and receptiveness to wisdom from those versed in the "school of hard knocks." While our local community of antique enthusiasts is well-acquainted with our offerings, educating larger cities like Omaha and Des Moines about lowa's antique treasures remains a priority.

With each passing year, we endeavor to enhance the customer experience, knowing that increased patronage translates to greater opportunities for sourcing unique finds. Indeed, it's a simple equation: more sales lead to more acquisitions, ensuring a steady stream of visitors eager to explore our ever-evolving inventory.







CARSON COMMUNITY RODEO SCHEDULE

Small Town Rodeo, with a BIG Heart!

WED | JULY 31ST 6PM · KICK OFF DINNER

Free Will offering ~ Chicken, corn on the cob, cucumbers, and drinks. Bring your family and friends out to dinner (Legion will have bar open).



THURS | AUGUST 1ST

6PM • KIDS NIGHT

Join us for an evening of laughter, games, and rodeo adventures designed just for you. Enjoy pony rides, face painting, and interactive activities that will spark your imagination. It's a night of family fun you won't want to miss.

7PM • MUTTON BUSTERS

8PM • THE RODEO

The excitement begins tonight! Get ready for an unforgettable rodeo experience as we kick off the highly acclaimed event that has been voted PRCA's best small rodeo in the Great Lakes Circuit for twelve consecutive years, from 2000 to 2011.

FRI | AUGUST 2ND

6PM • GATES OPEN

7PM • MUTTON BUSTERS

8PM • THE RODEO

Don't miss the spectacular Friday night rodeo! This highly acclaimed event has earned the prestigious title of PRCA's best small rodeo in the Great Lakes Circuit for twelve consecutive years. Join us and be a part of this incredible rodeo tradition!

CARSON STREET DANCE

*After the rodeo

Join us for an unforgettable evening of music, dancing, and great company. After a thrilling night of rodeo action, continue the celebration on the dance floor. Let loose and create lasting memories in the energetic atmosphere of this lively event!

SAT | AUGUST 3RD

10:30AM • PARADE

Kick off the days festivities with a showcase of community spirit! Witness the community floats and marching band, as they make their way through the streets. Bring your family and friends and be part of this exciting celebration!

6PM • GATES OPEN

7PM • MUTTON BUSTERS

8PM • THE RODEO

Don't miss the final night of the Carson Community Rodeo!

9:45PM • STREET DANCE

*After the rodeo

Join us for this special event as we bid farewell to an incredible rodeo experience. Dance the night away, surrounded by the vibrant atmosphere and the company of fellow rodeo fans.



**Mutton Busters: Registration at the upper east gate under the KSOM tent. Kids must be with parent or guardian (no exceptions), ages 5-7 and not over 55 lbs. Absolutely no early registration.

















Boutique

101 4th St. | Neola, IA

CIVIC MEMBERSHIP

Per Year

Help you claim a FREE Google

Offer Facebook groups for B2B

o Rural Pott. Co. Boz Network

Rural Pott. Co. Dining &

promotional/marketing ideas with

Drinking Group

Receive WIDA quarterly e-

account

networking

Group

Brainstorming

newsletter

and specials.

Specials

nonprofit)

Open houses

Holiday promotions

discounts), etc. Recommendation of grants (if

Specialty days (military

you

I am delighted to spotlight an exceptional woman for small businesses, Stacie Kinney from WIDA, who has been an instrumental force in our recent endeavors. Throughout dynamic landscape of Rural Pottawattamie County, Stacie has emerged as a dedicated advocate for our business, demonstrating remarkable proficiency in amplifying our brand messaging and outreach efforts.

With her strategic acumen and proactive approach, Stacie has seamlessly integrated herself into WIDA consistently delivering

impactful results. Her commitment to advancina the interests of businesses is evident in her tireless pursuit of opportunities and her unwavering support.

As I look ahead to the upcoming seasons, I am confident that our partnership with Stacie/ WIDA will continue to yield fruitful outcomes. Please join me in expressing our sincere appreciation for her invaluable contributions and in eagerly anticipating the future successes that lie ahead.

Jayme B | Shopubiowa

WIDA BUSINESS MEMBERSHIP

BRONZE MEMBERSHIP

SILVER MEMBERSHIP

- Front page welcome in WIDA's enewsletter
- Listed on WIDA website as a member
- Listed on WIDA Annual Report as a member
- WIDA membership window decal
- Receive WIDA quarterly enewsletter
- · Access to Ribbon Cuttings for special events
- Promotion of news releases, when sent in
- Advertisement of your promotions 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

- Front page welcome in WIDA's enewsletter
- Listed on WIDA website as a member
- Listed on WIDA Annual Report as a member
- WIDA membership window decal
- Receive WIDA quarterly enewsletter
- · Access to Ribbon Cuttings for special events
- Promotion of news releases, when
- 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

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
- photoshoot with Stacie Kinney









CYCLING SEASON

Pottawattamie County already has many miles of trails for biking, hiking, walking, jogging, horseback riding, and paddling.



<u>Omaha Metro Trails</u> – Council Bluffs' trails connect with Omaha and surrounding communities across the river via the **Bob Kerrey Pedestrian Bridge**.

<u>Wabash Trace Nature Trail</u> - The Wabash is a former railroad line consisting of crushed limestone for bicycling, walking, and running.

<u>City of Council Bluffs Trails</u> - Many miles of paved trails throughout the city.

<u>Pottawattamie County Conservation</u> – County conservation areas provide hiking, camping, and other outdoor recreation opportunities.

Rock Island Old Stone Arch Nature Trail - This 3.8-mile trail goes through a wetland, prairie habitat, and a woodland.

<u>West Nishnabotna River Water Trail</u> – The only statedesignated water trail in Southwest lowa is open to canoeing, kayaking, tubing, and tanking from Avoca to Macedonia with accesses at each community in between.

<u>Trails Have Our Respect (THOR)</u> - Dirt Trail Advocates of Eastern Nebraska and Western Iowa.

<u>lowa by Trail</u> – Iowa by Trail App, which includes all kinds of trails.

<u>lowa Bikeways</u> – trails, road bikeways, single track, and gravel bicycling.

<u>lowa Bicycle Map</u> – from lowa DOT; shows paved and unpaved bicycle trails, shared-use trails, bike lanes, side paths, paved shoulders, and bicycle-friendly roads.























Western Iowa Rural Passport Program

This program aims to revitalize rural communities by encouraging local exploration and supporting small businesses. To achieve this, we are looking for businesses that share our vision and can actively contribute to the program's success.

The Benefits of Participating:

- Increased foot traffic and sales from passport holders.
- Enhanced brand awareness and local exposure through a comprehensive marketing campaign across social media, local media, and eye-catching signage.
- Opportunity to connect with new customers and build community loyalty.
- Chance to highlight unique offerings and attract repeat business.
- · Connect with new businesses and build networking groups.
- Potential for media coverage alongside the program's overall promotion.

The Program:

- Travelers will get a beautiful passport booklet featuring participating towns and businesses
- Social Media integration, challenges, and interactive features add an extra layer of fun.
- Customers unlock exclusive discounts and earn stamps by visiting businesses, attending events, or participating in interactive elements.
- Completed passports are entered into multiple Grand Prize drawings!
 - Traveler Passport Qualification: Will depend on the number participants
 - Visit at least 10 towns 5 from each: East Region | West Region
 - Visit at least 4 services or experiences.
 - · Visit at least 10 retail shops.
 - Visit at least 10 food establishments.

The Western Iowa Rural Passport Program is supported by a team committed to making this initiative successful for everyone involved.

Alysia Hess | The Occasional Collective, Treynor, IA
Stacie Kinney | The Western Iowa Development Association (WIDA)
Niki Fergusen & Shalimar Mazetis | Advance Southwest Iowa Corporation (ASWIC)
Emma Schwaller | The Council Bluffs Convention + Visitors Bureau

Ready to Join the Adventure!

Google Forms Application





Unleash CB Landing Page









NEW WIDA MEMBERS INCLUDE



BERTELSEN BEEF

Established in 1966, Bertelsen family farm has been a dedicated hub for cultivating cattle and row crops for over 5 decades.

At Bertelsen Beef, their mission is to present you with the finest quality beef by ensuring their cattle are nourished with the highest-grade products.

They are committed to providing transparency, allowing you to know where your food comes from.





POWERTECH

A commercial and industrial maintenance service provider, as well as a residential electrical and generator sales and service provider. Our certified staff offers your solution for:

- Commercial Electrical Service
- Generator Sales and Service
- Facility Maintenance
- 24/7 Emergency Service

SERVICE AREA

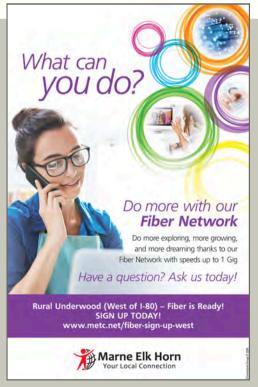
- lowa
- · South Dakota
- Nebraska
- Northern Kansas



POTTAWATTAMIE COUNTY TRAILS ASSOCIATION

Planning for the Pottawattamie County trails began in 2012. With help from the National Park Service's Rivers, Trails, and Conservation Assistance (RTCA) program, several public meetings were held throughout Pottawattamie County to determine preferred routes of multi-use (hardand soft-surface) trails. *See page 11 for more trail information.











A SPECIAL THANKS TO OUR CITY SPONSORS

We are grateful to our city sponsors for their support and commitment to WIDA. Their generosity has helped us to reach new heights and make a positive impact on our communities. We are honored to have them as partners and look forward to continuing our work together for many years to come. Thank you again to our incredible city sponsors!



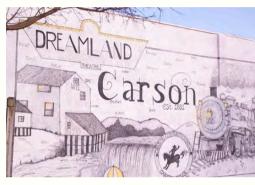
A Hub for Lovers of History, Art & Recreation



MACEDONIA
Small in Size, Mighty in Personality



OAKLAND
Home to the Freedom Rock



CARSONA Quintessential Main Street



MCCLELLAND

May be Small but Big in Personality



SHELBYA Quaint Little Town



HANCOCKA Small Village with Big Business



MINDEN
Just a Quick Couple of Miles
Off I-80



TREYNORHome of the "Huey" Helicopter









Hitchcock Nature Center | Honey Creek, IA

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 lowa, 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 lowa, 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.

LIVE • WORK • EXPLORE • THRIVE









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



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

LIVE . WORK . EXPLORE . THRIVE







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

(712) 544-2404

smu2@walnutel.net













WIDAIOWA.ORG



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: WesternlowaDevelopment@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!



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





