

Western Iowa Development Association

# COMMUNITY NEWSLETTER



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## 48TH ANNUAL CARSON COMMUNITY RODEO

*~The spirit of the rodeo*

This year's Carson Community Rodeo (July 31 - August 2, 2025) reminded us all what makes small towns so special: the mix of tradition, togetherness, with a whole lot of heart.

This year was bigger and better, filled with true BIG small-town spirit.



“

*"We're proud to say we had a record weekend with over 7800 people at our rodeo. Thank you to all our sponsors, donors, and fans! You are the ones who make this rodeo work!"*

”



Driven by a dedicated and passionate team, the Carson Rodeo Committee delivered more than just a successful event—these rodeos are lifelong memories. The talented riders and loyal fans never fall short, bringing in a record weekend with over 7,800 people to the Carson Rodeo.

\*facebook.com/CarsonCommunityRodeo



# SMALL BUSINESS SATURDAY

NOV 29<sup>TH</sup>

## INTERNET COMES 1ST WITH FIBER AND 2ND WITH 5G



### You Deserve Marne Elk Horn's 1st-Rate Fiber Internet

Cellular providers prioritize their mobile phone customers, and only the extra capacity on their network can be sold to customers as 5G home internet – which can cause slow-downs and a 2nd-rate experience.

Don't settle! Put yourself 1st and choose fiber internet from Marne Elk Horn Communications. We've connected Iowans for generations and want to be your internet provider. You'll enjoy:

- 99% network reliability
- Incredibly fast speeds up to 1 Gig
- Friendly and responsive local service

**Try our fiber internet FREE for 60 days!** You'll see what a difference it makes for streaming, working from home, and more. **Call 712.764.6161 and mention "1st-rate" to receive your free trial or visit [www.metc.net/60free](http://www.metc.net/60free).**



Some restrictions apply. Call for details.

**NEW**

WIDA CROSSWORD  
PUZZLE PG. 16

## The Village Breakroom



Public Vending Machines  
Open 7 days/week 8am - 10:30 pm  
45 cold beverages and 60 snack selections  
311 Antique City Dr, Walnut, IA

## AVOCA MAIN STREET, INC. ONCE AGAIN HOLDING ITS LONGEST TABLE DINING EVENT

*Avoca, Iowa Hosting Outdoor Local Foods  
Dining Event with Two Live Bands*



For Immediate Release:

Avoca, Iowa – Avoca Main Street, Inc. is once again holding its Longest Table dining event. The chef-hosted, locally sourced, multi-course meal will be held outdoors right in the middle of the town's main street on September 20, 2025. The Avoca Main Street Longest Table event is designed to celebrate the rural city's agricultural heritage, enhance community fellowship, and recognize the farmers who provide local produce for the seasonal Avoca Main Street Farmers Market. Offered since 2016, the event has been recognized in 2020 by the Iowa Tourism Awards for Best Rural Event and in 2018 by the Main Street Iowa Awards as Exceptional Special Event.

Tickets are \$35 per seat and available for purchase online at Eventbrite (link) or directly from Avoca Main Street by contacting them at 712-307-0172 or [mainstreet@cityofavoca.com](mailto:mainstreet@cityofavoca.com). Ticket sales will go live September 5, 2025.

Chefs James Calkins of Milk & Honey Restaurant in nearby Harlan, Iowa, is planning and executing the menu for the evening. Milk & Honey sources all of the restaurant's food from Iowa and eastern Nebraska.

Bluegrass bands McCarthy Trenching and Leavenworth Slims will be providing live entertainment sponsored through a grant by Community Foundation for Western Iowa.

Attendees are welcome to enjoy a happy hour before and after the dinner at our downtown taverns, The Exchange and Fred's. The meal will begin at 6 p.m. on the North 200 block of Elm Street in downtown Avoca, Iowa. In case of inclement weather, the rain location will be at the United Church of Avoca at 304 N Elm Street.

The planned menu includes FOOD.

Tickets are on sale at Eventbrite.com ([https://www.eventbrite.com/searching-for "Avoca Main Street Longest Table"](https://www.eventbrite.com/searching-for-Avoca-Main-Street-Longest-Table)) at a cost of \$35 per attendee for the multi-course meal. Or you may contact Avoca Main Street at 203 N. Elm, PO Box 357, Avoca, IA 51521, 712-307-0172. As a ticketed event, seating is limited to 100 diners.

For more information about Avoca Main Street and the activity in downtown Avoca please contact Amber Mohr, 712-307-0172, [mainstreet@cityofavoca.com](mailto:mainstreet@cityofavoca.com)

The Mission of the Avoca Main Street is to sustain our downtown district as the economic, cultural, and social center of our community by utilizing the four-point approach of the National Main Street Trust. ##

Contact:  
Amber Mohr, Executive Director  
Avoca Main Street, Inc.  
P.O. Box 357  
203 N. Elm Street Avoca, Iowa 51521  
[mainstreet@cityofavoca.com](mailto:mainstreet@cityofavoca.com) 712.307.0172  
[avocamainstreet.com](http://avocamainstreet.com)







## MRS. B'S HELPING HANDS EXPANDS SERVICES AND PREPARES FOR MEDICAID WAIVER APPROVAL

Walnut, Iowa – July 19, 2025

Mrs. B's Helping Hands, LLC, a trusted name in personalized home and community-based care, is proud to announce the continued expansion of services across Southwest Iowa and the Omaha metro area. Founded in 2024, the agency is committed to helping individuals of all ages remain safe, independent, and supported in the comfort of their own homes and communities.

Mrs. B's currently offers a wide range of non-medical support services, including:

- Assistance with Activities of Daily Living (ADLs)
- Meal Preparation
- Medication Management
- Non-Medical Transportation
- Grocery Shopping
- Laundry Services
- House and Pet Sitting (Local & Nationwide)
- Social Work Services
- HCBS-related supports for eligible individuals

The agency is actively pursuing approval to provide Home and Community-Based Services (HCBS) through Iowa's Medicaid Waiver Programs, including CDAC and other long-term support services. This step is part of Mrs. B's ongoing mission to serve underserved and rural populations with dignity, compassion, and professionalism.

Now Hiring: Direct Support Staff-To meet growing demand and prepare for Medicaid certification, Mrs. B's Helping Hands is now hiring qualified Direct Support Professionals (DSPs). Applicants should be caring, dependable, and dedicated to helping others live their fullest lives. Flexible schedules and training are provided.

"We believe everyone deserves to feel safe and supported wherever they call home," said Julie Bishop, Owner and Administrator. "As we move forward with Medicaid approval, we are building a team of passionate caregivers who share our commitment to individualized, high-quality care."

For more information about services, employment opportunities, or partnership inquiries, please contact Mrs. B's Helping Hands at 531-203-4507 or email [mrsbshelpinghandsllc@gmail.com](mailto:mrsbshelpinghandsllc@gmail.com).

Follow us on Facebook at @MrsBsHelpingHands for updates and community news.



## MEET THE MEMBERS OF WIDA BUSINESS SPOTLIGHTS

• Meet our valued Members of Western Iowa Development Association.



Morgan Branan | Owner

### Avoca Flower Shop

Avoca | 180 S Elm St

Avoca Flower Shop is a local favorite offering beautiful floral arrangements and gifts tailored to both everyday and special occasions.

With a central Avoca location, convenient ordering options, and creative seasonal designs, it brings heartfelt, regional charm right to your door.



Bella Canada | Head Barista/Manager

### Brewed Awakening

Avoca | 158 S Elm St

Beloved by locals for its welcoming vibe and creative drinks. The small-town coffee shop, Brewed Awakening offers a cozy and inviting atmosphere right in the heart of Avoca's downtown.

Serving up classic espresso drinks, cold brew, and more. Fan favorites include Blueberry Latte, Dirty Chai, and Honey Bee Latte.



Tatum Christensen | Sales Executive  
Jamie Bramman | Production Agent

### FNIC

Avoca | 152 S Elm St

A true insurance partner capable of delivering relevant insurance and risk management advice.

Whether it's a small business owner or a large corporation - FNIC offers innovative, personalized solutions to large organizations, small businesses, families, and individuals in the areas of:

- Commercial Insurance
- Employee Benefits
- Surety Bonds
- Farm & Crop Insurance
- Personal Insurance



### Avoca Main Street, Inc.

Avoca | 203 N Elm St

Main Street is a Nationwide, grassroots movement that blends preservation, activation, and coordination to harness the power of character-based economic growth.

The Main Street way is to inspire and engage the property owners, business owners, leaders, friends, and neighbors to create a shared value in the character of the community.

Avoca Main Street is dedicated to enhancing the vitality of downtown Avoca through historic preservation, economic development, and community engagement.

Downtown Avoca is home to 32 downtown residents and nearly 300 day-time workers; The program has tracked \$450,000 in annual private reinvestment into the district and contributed \$48,730 in yearly volunteer value.







Andrea Radd | Owner

### Raddberry's

Avoca | 178 S Elm St

Raddberry's Bakery & Café, owned by Andrea Radd, is a warm and welcoming spot in Avoca known for its made-from-scratch goodness.

Specializing in artisan sourdough bread, sweet and savory pastries, hearty soups, fresh sandwiches, and seasonal specials, every item is crafted with care and high-quality ingredients.

Raddberry's also creates beautiful custom cakes, cookies, and cupcakes for any occasion, as well as catering events ranging from corporate meetings to weddings.

With its friendly service and inviting atmosphere, Raddberry's has become a favorite gathering place for locals and visitors alike.



Melissa Wisniewski | Owner

### Rustic Door Boutique

Avoca | rusticdoorboutique.com

Rustic Door Boutique is a charming, home-based artisan shop offering room sprays, hand-poured, 100% soy wax candles with wooden wicks, and wax melts.

Each fragrance is thoughtfully curated, with personalized labels and seasonal collections. Whether you're shopping for a relaxing scent or a unique gift, Rustic Door delivers warmth, quality, and handmade goodness in every item.



Randall Cody | Branch Manager

### Rolling Hills Bank & Trust

Carson | 418 S Commercial St

Rolling Hills celebrates over a century of community banking—decisions are made by local teams who understand Iowa's unique market.

Offering a variety of commercial lending tools to help finance all parts of your business. Operating lines of credit, inventory or equipment purchases, real estate loans, and SBA guaranteed loans.



Jill Richardson | Owner  
Terry Richardson | Owner

### Judge Richard Distillery

Carson | 121 Broadway St

Judge Richard Distillery is a family-owned craft distillery known for its small-batch bourbon, vodka, and seasonal cocktails made with locally sourced grains.

Located in downtown Carson, it offers a welcoming tasting room and a relaxed, hometown vibe. Whether you're stopping in for a signature drink or a community event, it's a true taste of local spirit and hospitality.



Laine Beach | Owner

### Sweet Vale Creations

Avoca | sweetvalecreations.com

Sweet Vale Creations is a home-based artisan studio crafting non-toxic, hand-poured soy candles, wax melts, and car diffusers in a variety of thoughtfully curated fragrances. All products are made with care and precision, offering cozy ambiance for your home or thoughtful gifting options.

Also specializing in keepsakes—breastmilk and cremation jewelry—that preserve cherished memories.



Donna Dostal | President & CEO

## Community Foundation for Western Iowa

Council Bluffs | [givewesterniowa.org](http://givewesterniowa.org)

With a passion for empowering communities and driving lasting impact, Donna Dostal serves as President and CEO of the Community Foundation for Western Iowa—serving thousands of people who share a common interest in improving the quality of life in western Iowa.

Through the Community Foundation, individuals, families, businesses, and organizations can create permanent charitable funds that help their communities meet the challenges of changing times. The foundation invests and administers these charitable funds.

Dedicated to building stronger, more vibrant communities, the Foundation works with passion and purpose to ensure a brighter, thriving future for western Iowa.



## Frontier Savings Bank

Council Bluffs | 940 Valley View Dr

Frontier Savings Bank is a community-focused institution dedicated to personalized banking solutions for individuals, families, and businesses.

With a commitment to local decision-making and strong customer relationships, Frontier offers trusted financial services, from everyday banking to loans and investments. Rooted in service and integrity, the bank helps communities grow and thrive—together.



Sue Pitts | Founder

## Just Sue Creative

Council Bluffs | [justsuecreative.com](http://justsuecreative.com)

Just Sue Creative helps small businesses grow with smart, personalized marketing. Led by Sue Pitts, the agency offers website design, SEO, branding, and content strategy with a friendly, collaborative approach.

With years of experience and a passion for supporting entrepreneurs, Just Sue Creative makes digital marketing feel clear, effective, and approachable—so your business can shine online.



Todd Studer | Founder

## Loess Hills Media & Podcasts

Council Bluffs | [loesshillsmedia.com](http://loesshillsmedia.com)

Loess Hills Media & Podcasts is a full-service audio production company helping individuals, businesses, and communities share their stories.

Led by broadcaster Todd Studer, it offers podcast production, voiceovers, and audio content creation with a personal touch. Whether for marketing, storytelling, or outreach, Loess Hills Media delivers clear, compelling voices for every project.



## Morris Excavating Co.

Council Bluffs | [morrisexcavatingco.com](http://morrisexcavatingco.com)

Morris Excavation is a trusted local contractor providing high-quality excavation and site preparation services, specializing in environmental construction.

A proud family-owned business offering top-notch excavating services across the Midwest with a reputation for reliability and precision.

Morris Excavation helps build the foundation for successful residential and commercial projects across the region.



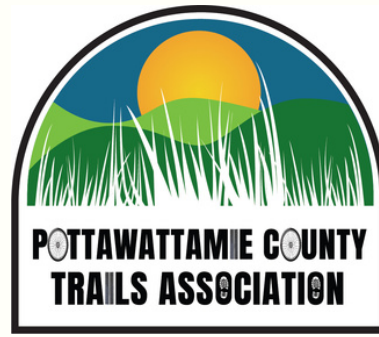


**The Pottawattamie Tourism Committee**  
wattaway.com

The Pottawattamie County Tourism Committee promotes the county's rich history, scenic beauty, and vibrant communities to visitors near and far.

Through collaborative partnerships, marketing, and events, the committee highlights attractions, recreational opportunities, and local businesses that make the area unique.

Dedicated to boosting tourism's economic impact, they work to ensure Pottawattamie County remains a welcoming destination where travelers can explore, experience, and enjoy all it has to offer.



**Pottawattamie County Trails Association**  
pottcountyrails.com

The Pottawattamie County Trails Association is dedicated to developing, maintaining, and promoting trails that connect communities, showcase natural beauty, and encourage outdoor recreation.

Working with local partners and volunteers, the association supports safe, accessible pathways for walking, running, biking, and exploring. Their mission is to enhance quality of life, promote healthy living, and ensure Pottawattamie County's trails can be enjoyed by residents and visitors for generations to come.



**PowerTech**  
Council Bluffs | powertechteam.com

PowerTech in Council Bluffs provides expert residential, commercial, and industrial electrical—servicing Iowa, Nebraska, South Dakota, and Northern Kansas. Their certified electricians handle repairs, panel upgrades, lighting retrofits, facility maintenance, and 24/7 emergency support.

As an authorized KOHLER® dealer, PowerTech also specializes in generator sales, installation, and service, ensuring reliable backup power.

Known for quality workmanship and responsive service, they're a trusted partner for keeping homes and businesses powered safely and efficiently.



Kyle Ranney | Founder

**TaleSlate Agency**  
Council Bluffs | taleslate.agency

TaleSlate founder Kyle Ranney is passionate about helping businesses, nonprofits, and service providers share their stories through impactful video.

Based in Council Bluffs, he combines creative vision with technical expertise to craft custom video strategies that engage audiences and drive results.

Kyle leads projects from concept to completion, ensuring every detail reflects the client's message and goals. His approachable style and commitment to quality have made TaleSlate a trusted partner for organizations seeking authentic, results-driven storytelling.



Geré Stevens | County Educator

### West Pottawattamie County Extension & Outreach

Council Bluffs

[extension.iastate.edu/westpottawattamie](http://extension.iastate.edu/westpottawattamie)

West Pottawattamie County Extension & Outreach is a Council Bluffs-based branch of Iowa State University's land-grant mission.

Serving residents through four primary areas—Agriculture & Natural Resources, 4-H Youth Development, Health & Human Sciences, and Community & Economic Development—they provide research-based education, community programs, and expert resources.



### Hitchcock House

Lewis | 63788 567<sup>th</sup> Ln

A Historic Landmark and museum preserving one of Iowa's most remarkable Underground Railroad sites. Built in 1856 by Rev. Hitchcock, it had a concealed basement, believed to have sheltered freedom seekers before the Civil War.

Today, the Hitchcock House welcomes visitors from May through September, offering guided tours and educational programming that bring this compelling chapter of abolitionist history to life.



### Absolute Dance Academy

108 3<sup>rd</sup> St | Neola

Absolute Dance Academy, owned by Tammy Leehy, is a dynamic, community-focused studio dedicated to inspiring a love for dance in students of all ages and skill levels.

Offering instruction in a variety of styles—from ballet and tap to jazz, hip-hop, and more—ADA blends technical training with a focus on personal growth, confidence building, and creative expression.

The studio provides numerous performance opportunities, fostering both skill development and memorable experiences.

Tammy's dedication and passion create an encouraging environment where dancers form lasting friendships, embrace challenges, and celebrate achievements.

At ADA, every student is given the opportunity to learn, connect, and truly shine.



### Marne Elk Horn Communications

Elk Horn | 4242 Main St



Marne Elk Horn Communications is a locally owned telecommunications company proudly serving communities across southwestern Iowa since 1903.

Combining cutting-edge technology with personalized, hometown service, they provide high-speed fiber internet, phone, and TV to both residential and business customers.

Their offerings include managed Wi-Fi, business communication solutions,

and reliable local support from a knowledgeable team. Deeply rooted in the communities they serve, Marne Elk Horn is dedicated to helping rural Iowa stay connected, competitive, and thriving.

With a commitment to innovation and integrity, they continue to bridge the gap between small-town living and world-class connectivity for generations to come.



## SMALL BUSINESS SATURDAY

NOV 29<sup>TH</sup>

# SHOP SMALL KEEPING THE HEART IN WESTERN IOWA

*In Western Iowa, small businesses are more than places to shop—they are the heartbeat of our communities.*



Stacie Kinney  
WIDA | Executive Director

According to the U.S. Small Business Administration, small businesses make up 99.9% of all U.S. businesses and employ nearly half of all private-sector workers. Every time you choose to shop local, you're investing directly in your neighbors, friends, and hometown.

***Studies show that for every \$100 spent at a local business, roughly \$68 stays in the community, compared to only \$43 when spent at a national chain. This money supports local jobs, funds schools, and helps maintain the services and events that make our towns thrive.***

Shopping small also means enjoying unique products and personalized service you simply can't find in big-box stores or online giants. From handcrafted goods to one-of-a-kind gifts, local shops reflect the character and pride of our region.

Western Iowa's small businesses also strengthen community bonds. Owners collaborate on events, beautification projects, and fundraisers that bring us together.

By shopping locally, you help preserve our vibrant downtowns and the rural charm that makes this area so special.

When we shop small, we keep Western Iowa strong, connected, and full of opportunity for generations to come.

locally made products  
Estb.  2021  
SWEET VALE CREATIONS

  
**PALACE**  
Event Center t Treynor, Iowa  
Craig & Penny  
Buckingham  
33153 Highway 92  
Treynor, IA 51575  
Phone: 402.490.1875  
palacebarn@gmail.com

  
**THE BEAR TRAP**  
BOX 725  
WALNUT, IOWA 51577  
PHONE 712-784-3788

  
**BERTELSEN  
BEEF**  
712-363-7522  
bertelsenbeef@outlook.com  
bertelsenbeef.com





Lexie Kramer | Owner

### Bev's Porch

Neola | 306 Front St

Bev's Porch is a warm and welcoming local coffee shop in Neola where friends and neighbors gather.

Known for its cozy atmosphere and friendly service, it's the perfect spot to enjoy a fresh cup of coffee, specialty drink, or sweet treat.

The new shop is currently under construction, and the locals are eagerly awaiting opening day!



### Heartland Harness

Neola | 111 4th Street

Heartland Harness of Neola manufactures high-quality, custom wire harnesses for a variety of industries.

Combining advanced technology with strict quality control, they deliver durable products with quick turnaround times.

Their dedicated team provides responsive service and tailored solutions, ensuring each customer receives reliable wiring products designed to meet their unique needs and specifications.



### Zimmerman Sales & Service

Neola | [zimmermansalesiowa.com](http://zimmermansalesiowa.com)

Zimmerman Sales & Service, now owned by Wes Zimmerman, is a family-operated business in Neola that has proudly served Western Iowa for more than six decades.

Renowned for integrity, collaboration, and quality craftsmanship, they provide full-service construction solutions, including agricultural buildings, electrical system upgrades, and durable custom projects.

Serving a 100-mile radius, their skilled team approaches every job—big or small—with attention to detail and a friendly, hometown touch. Wes Zimmerman leads with a commitment to customer satisfaction, ensuring each project is built to last.

From farms to commercial spaces, Zimmerman Sales & Service is a trusted partner for dependable, long-lasting construction solutions backed by experience.



Amy Wohlers | Owner  
Jack Keenan

### Sideline Sports & Tees

Neola | 303 Front St

Sideline Sports & Tees in Neola, IA, is a locally owned shop offering custom-printed apparel, embroidery, and a variety of sports merchandise.

Serving the community since the early 1990s, they handle orders of all sizes with quick turnaround.

Known for quality products and friendly, hometown service, they're a go-to for teams, events, and personalized gear.



Jayme Busch | Owner

### Unique Boutique Iowa

Neola | 101 4<sup>th</sup> St

A charming, home-grown women's boutique offering trendy clothing (sizes XS–3XL), stylish accessories, delightful candles, and thoughtful gifts.

Jayme curates a lively mix of everyday essentials and special occasion looks, all at accessible prices in a relaxed, inviting atmosphere.

Whether shopping in-store or online, you're always met with a fabulous selection for all ages.





Jayme Busch | Dala Alphonso

### AIM Institute

Omaha | [aiminstitute.org](http://aiminstitute.org)

A nonprofit dedicated to expanding the region's tech talent pipeline. Offering education, training, and career development programs, AIM equips students and professionals with in-demand technology skills.

By fostering innovation, collaboration, and opportunity, AIM supports individuals, businesses, and communities, helping them thrive and remain competitive in today's fast-paced, ever-evolving digital economy.



David Bossou | Community Relations Coordinator

### Community 1st Credit Union

Avoca | 102 N Elm St

At Community 1st Credit Union, community impact is more than a mission—it's a commitment lived daily through people like David Bossou, Community Relations Coordinator.

David plays a key role in fostering local partnerships, managing sponsorships and grant programs through the C1st Foundation, and leading outreach efforts that reflect the credit union's "People Helping People" philosophy.



### 2M Land Management

Persia

[2mlandmanagement.my.canva.site](http://2mlandmanagement.my.canva.site)

Meet Trevor McMahon and Bret Marsh—2M Land Management & Mobile Welding is a trusted, family-operated team rooted in Persia for over 30 years.

Proudly serving Western Iowa, they specialize in services like brush mowing, stump grinding, grading, tree clearing, farm cleanup, and mobile welding—all delivered with hands-on care and professionalism.



### Collins Consulting

Treynor | 15 E Main St

Collins Consulting is a locally owned tax and business consulting firm in downtown Treynor. Founded in 1970 by Norm Collins, it has built a legacy of personal, high-quality service for individuals and small businesses throughout the region.

Offering personal and business tax preparation, strategic tax planning, payroll, accounting, and startup guidance—all delivered with close attention to your unique financial goals.



### Jarvis Quality Meats

Treynor | 3 N Eyberg

Jarvis Quality Meat, a family-owned staple in Treynor, is known for its fresh, locally sourced meats and exceptional customer service.

From premium beef and pork to custom processing and specialty cuts, Jarvis delivers quality you can taste. Whether you're stocking up for family meals, preparing for a celebration, or filling the freezer, Jarvis Quality Meat offers trusted, hometown flavor with every visit.



## Palace Event Center

Treynor | [palacebarn.com](http://palacebarn.com)

Beautifully restored by Penny and Craig Buckingham—the Palace Event Center is a 1930s barn turned venue outside of Treynor—featuring spacious indoor and outdoor event areas with scenic countryside views. Ideal for weddings, receptions, parties, corporate gatherings, and more.



Craig Buckingham | Owner

## Penny's Landing

Treynor | 33153 IA-92

Penny's Landing, named in honor of the late owner Penny, is a one-of-a-kind, spacious guesthouse located just outside Treynor and part of the Palace Event Center venue.

This unique getaway is made up of eleven spacious guest rooms, built out of silos next to the Palace Event Center. A charming destination blending small-town warmth with modern amenities.

Whether it's a family reunion, organizing a corporate stay, or a peaceful escape, Penny's Landing is an unforgettable getaway.



## St. Paul Lutheran Preschool

Treynor | [treynorpreschool.com](http://treynorpreschool.com)

St. Paul Lutheran Preschool in Treynor is a caring, faith-based early education center committed to nurturing young hearts and minds through play, learning, and Christian values.



## Ride & Shine

Treynor | 20 W Main

Ride & Shine in Treynor, IA, is a friendly, locally owned car wash dedicated to keeping vehicles spotless. Offering quick, affordable service with a personal touch, it's the perfect stop for a clean, fresh ride.

The Occasional Collective in Treynor is a thoughtfully curated boutique offering sustainable, locally and Midwest-made goods—from homewares and beauty products to stationery, candles, pantry items, and gifts.

Many unique items, crafted by local makers and artisans. Providing recycled and earth-friendly packaging. Sustainable business practices & materials.

85% of products at The Occasional Collective are sourced from regional suppliers, supporting real people from local communities, benefiting our economy. When we choose local, we are supporting the people in our community.

Buying local helps build a stronger, more vibrant community. Connections with our neighbors strengthen the bonds that rural areas need to survive.

Alysia Hess | Owner

## The Occasional Collective

12 E Main St | Treynor







Cassi Johnson | Katie Bonnet

## Tweets

Treynor | 14 E Main St

Tweets is a welcoming community café in Treynor, offering a delightful mix of freshly brewed coffee, specialty drinks, teas, smoothies, and handcrafted baked treats.

Known locally for its friendly atmosphere and creative menu, Tweets serves lattes, cold brew, and signature drinks like the Orange Tweetsicle and Dirty Bird alongside scones, muffins, and sweet rolls.



Karol Calabro | Owner

## a Bit of Iowa

Walnut | 607 Highland St

A Bit of Iowa is a community art space tucked just off Antique City Drive in downtown Walnut. Visitors can browse a vibrant collection of handcrafted work—sculptures, jewelry, blown glass, ceramics, photography, and wooden crafts—all made by Iowa artists and crafters.

The cozy shop also serves wine, coffee, and offers games like checkers or cards, making it a local gathering spot for art lovers and neighbors alike.



Glen Bertelsen

## Bertelsen Beef

Underwood | 27588 Mahogany Rd

Bertelsen Beef is a longtime, family-owned operation rooted in Underwood since 1966. They raise pure Black Angus cattle on their farm and process custom beef orders—offering quarter, half, or whole beef packages—to local and regional customers.

Emphasizing transparency and farm-to-table quality, Bertelsen Beef delivers fresh, premium meat with community pride.



Rose Pedersen | Owner

## Bear Trap Antiques

Walnut | 608 Highland St

Bear Trap Antiques is a two-story treasure trove in the heart of Walnut, offering vintage finds, farmhouse décor, and timeless collectibles. A longtime favorite in Iowa's Antique City, it's perfect for leisurely browsing and uncovering hidden gems.

With friendly service and a constantly changing selection, Bear Trap Antiques invites locals and visitors alike to explore and enjoy a bit of nostalgia.



Karrie Tiarks | Owner

## Midline Farms

Underwood | 24682 Railroad Hwy

Midline Farms, a family-owned feed and agricultural supply business just outside Underwood, IA, has been proudly serving local farmers and livestock producers for three generations.

Committed to quality and customer service, they offer premium Kent feeds, trusted seed brands like Asgrow and Dekalb, and an extensive selection of livestock supplies for cattle, poultry, equine, rabbits, and more.

Their knowledgeable team provides guidance and support tailored to each customer's needs, helping ensure healthy animals and productive farms.

With deep roots in the community, Midline Farms is more than a supplier—they're a reliable partner dedicated to the success of agriculture across the region.



Neal & Pam Schirm | Owners

## B Restored

Walnut | 216 Antique City Dr

B Restored, located in the heart of Walnut, IA, is a charming family-owned shop offering a unique blend of vintage treasures, repurposed furniture, boutique clothing, home décor, and seasonal accents.

Owned by the Schirm family, each member brings their talents—restoring furniture, curating stylish apparel, and crafting handmade candles—to create a warm, welcoming shopping experience.

With an ever-changing selection, customers can discover one-of-a-kind finds that blend old-world charm with modern style.

Whether searching for the perfect gift, refreshing a space, or simply browsing, B Restored invites visitors to explore, be inspired, and enjoy the small-town hospitality that makes it truly special.



Kim Canada | Owner

## Frosting, Inc.

Walnut | 602 Highland St

Frosting, Inc. is a delightful boutique bakery located at 602 Highland Street in Walnut, Iowa. Owned and operated by Kim Canada, this charming, sweet stop serves gourmet cupcakes, frosted and specialty cookies, cheesecakes, and custom cakes for all occasions.

Kim's creative flavors and sweet treats have quickly become a local favorite in the tight-knit Walnut community and beyond.



## Village Breakroom

Walnut | 311 Antique City Dr

The Village Breakroom, nestled within the Walnut Market Village at 311 Antique City Drive, offers a creative DIY snack and refreshment experience for locals and visitors alike.

With new freeze-dried candy flavors, vending snacks, and a relaxed setting, it's more than a food stop—it's a fun, community-focused mini marketplace in the heart of Antique City.



Julie Bishop | Founder

## Mrs. B's Helping Hands

Walnut | (531) 203-4507

Mrs. B's Helping Hands, based in Walnut, is a compassionate, locally owned service dedicated to making daily life easier for clients of all ages.

Owned and operated by Julie Bishop, the business offers personalized in-home assistance, including meal preparation, housekeeping, organization, companionship, and respite care.

With a focus on reliability, kindness, and trust, Julie and her team tailor their services to meet each client's unique needs, helping them maintain independence and comfort in their own homes.

Deeply rooted in the community, Mrs. B's Helping Hands delivers more than just help—it provides peace of mind and genuine care for every customer.





Amanda Lebeck | President

### Walnut Community Center Foundation

The Walnut Community Center Foundation, led by President Amanda Lebeck, is a nonprofit dedicated to preserving and revitalizing the former Walnut school as a vibrant community hub.

The center offers a welcoming space for events, celebrations, meetings, and programs that promote wellness, connection, and local pride.

Amenities include a spacious event venue, a fully equipped

fitness center, and flexible areas for classes and community gatherings.

The Foundation also hosts the popular Father's Day Antique Show, attracting visitors from across the region.

With strong volunteer and community support, the Walnut Community Center Foundation ensures this historic building remains a place where people come together, celebrate traditions, and strengthen the bonds that make Walnut such a special place to call home.

# PICK YOUR PLAY

TO SCORE BIG SAVINGS

Sign up for Marne Elk Horn Communications internet service and score big savings:

**PLAY #1**  
Sign up for 100 Mbps and get **FIRST MONTH FREE.**

**PLAY #2**  
Sign up to 250 Mbps or higher and get **FIRST TWO MONTHS FREE.**

**PLAY #3**  
Existing Customer? Refer a Friend to Marne Elk Horn Communications for a **\$50 CERTIFICATE** to be used at a local participating business!



XXX **ACT FAST** OOO

CALL 712.784.2211 TO SIGN UP AND SAVE!



**Marne Elk Horn COMMUNICATIONS**  
Powered by Fiber - Driven by Community

4242 Main Street, Elk Horn, IA 51531  
712.784.2211 • www.metc.net

Service availability based on location. Contact us for complete details.

Convergence Group © 2015

## FALL 2025 REGISTRATION

JOIN OUR SMALL TOWN DANCE FAMILY for our 25<sup>th</sup> year!

**Class Information**

- Begins September 2<sup>nd</sup>, 2025
- Every Tuesday evening
- Ballet, Tap, Jazz, Clogging, Tumbling, Hip-Hop

**Register Today!**  
[www.absolutedanceacademy21.com/ada](http://www.absolutedanceacademy21.com/ada)







## BOOST YOUR EVENT'S REACH

Submit it to [WattaWay.com](http://WattaWay.com) or [UNleashCB.com](http://UNleashCB.com) to be featured on high-traffic sites with over 318,000 annual visitors and in a weekly newsletter, reaching over 6,000 subscribers!

**Submit now:**  
[WattaWay.com/Events/Submit](http://WattaWay.com/Events/Submit)



to see Pottawattamie County



SUBMIT EVENT





**avoca flowershop**  
morgan branan owner

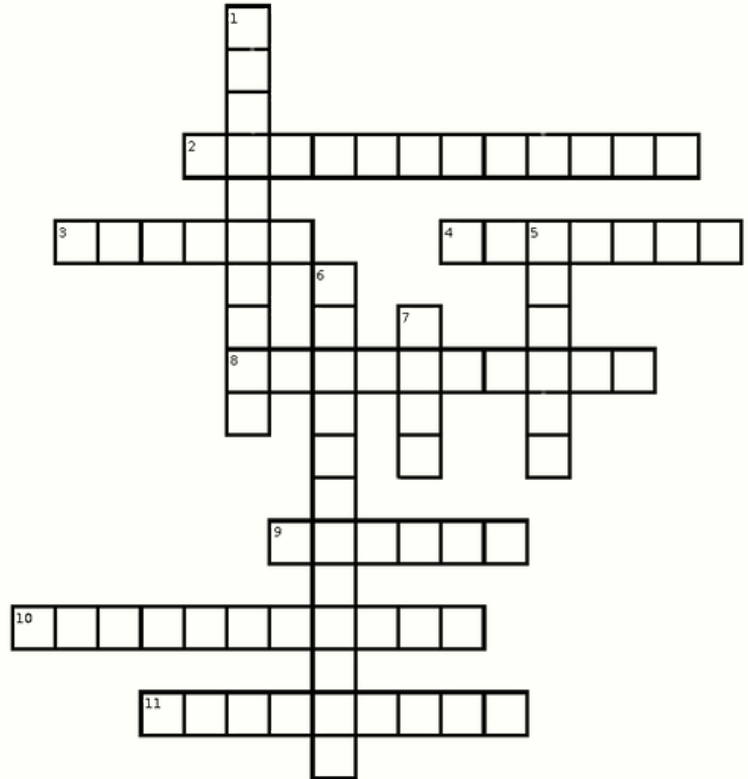
180 S ELM STREET | P.O. BOX 566 | AVOCA IA 51521  
TEL 712.307.6100  
hello@avocaflovershop.com | www.avocaflovershop.com





WESTERN IOWA DEVELOPMENT ASSOCIATION

# CROSSWORD PUZZLE



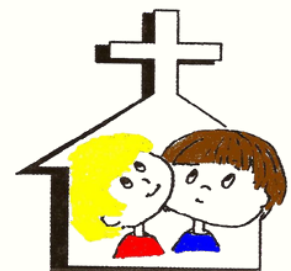
## ACROSS:

- 2.) a collaborative relationship between two or more, -working together to achieve common goals
- 3.) belonging to a group or club
- 4.) the direction of the setting sun
- 8.) interacting with others to exchange information to develop professional or social contacts
- 9.) the process of increasing in size
- 10.) a set of circumstances that makes it possible to do something
- 11.) a group of people sharing common characteristics or interests

## DOWN:

- 1.) an arrangement to do something.
- 5.) \_\_\_\_ media
- 6.) driven by a vision to create something new, often innovating products or services to the market
- 7.) Hawkeye state

ANSWER KEY PAGE: 26





## Stay Connected to Pottawattamie County

### Follow and Engage on Social

- Facebook.com/PottCountyIA
- X.com/PottCountyIA
- Instagram.com/PottCountyIA
- Linkedin.com/company/Pottawattamie-County



Scan the QR code for links to all county- and department-level social accounts.

### Attend Board of Supervisors Meetings

- Held on Tuesdays at 10 am
- Attend in person at the county courthouse
- Join virtually via Microsoft Teams
- Watch the recordings on YouTube



Scan the QR code for links agendas, minutes, Teams link, and past meeting recordings.

### Bookmark These Websites

- Pottawattamie County: [pottcounty-ia.gov](http://pottcounty-ia.gov)
- WattaWay (Pottawattamie County Tourism): [wattaway.com](http://wattaway.com)
- WIDA (Rural Chamber & Business Support): [wida-iowa.org](http://wida-iowa.org)
- Community Foundation for Western Iowa: [givewesterniowa.org](http://givewesterniowa.org)
- Iowa West Foundation: [iowawestfoundation.org](http://iowawestfoundation.org)

Have an idea on how we can work together?

Email: [kate.gerber@pottcounty-ia.gov](mailto:kate.gerber@pottcounty-ia.gov)  
Phone: 712-328-5898



## PROFESSIONAL LAND CLEARING CONCRETE & SKID STEER SERVICES

At 2M Land Management, we bring over 10 years of experience providing reliable and efficient skid loader services, including stump grinding, concrete removal, and land clearing.

We're locally owned, fully insured, and committed to getting the job done right the first time.

We believe in treating customers like family and building lasting relationships through honest, high-quality work. Our mission is simple: to deliver safe, versatile, and dependable services with integrity & care.



### SERVICES WE OFFER

- ☒ Stump Grinding / Tree Removal
- ☒ Concrete  
Pour / Repairs / Tearouts - Driveway, Sidewalks, Pads
- ☒ Excavating  
Grading, Digging, Trenching
- ☒ Land Clearing  
Brush Mowing, Farm/Lot Clearing



Devon Marsh 402-709-2607  
Trevor McMahon 712-310-8850

<https://2mlandmanagement.my.canva.site/>  
[2MLandManagement@Gmail.com](mailto:2MLandManagement@Gmail.com)







## UPCOMING EVENTS

CALLING ALL SMALL





**Big connections for small towns.**

Join WIDA & fellow rural business owners and organizations for conversations, ideas, and partnerships that help our communities thrive.

**Who's it For?**

Local small businesses. Go-getter entrepreneurs. Service providers. Anyone serious about growing their network and having a good time while doing it



**SEPTEMBER 17**

**Quarterly Networking Series**



Hosted By:



**Location:**  
**Judge Richard Distillery**  
121 Broadway Street • Carson, Iowa

Signature Beverage available for purchase

WIDA will supply light appetizers  
Date: Wednesday, September 17  
Time: 4:00 – 6:00 PM

**FREE** for WIDA Members  
\$10 for Non-Members  
Includes details on becoming a WIDA member

**Questions? Contact Stacie Kinney**  
712-406-6234 | [WIDA.IOWA.ORG](http://WIDA.IOWA.ORG)

a bit of  
**IOWA**  
GALLERY CAFE

**Karol Calabro**

607 Highland  
Walnut, Iowa 51577

712.784.3187  
712.784.2369




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**Pottawattamie  
County**

Find Your Fire

IOWA STATE UNIVERSITY  
Extension and Outreach

WHAT WE WANT  
**#STRONGIOWA**



JOIN US [WWW.EXTENSION.IASTATE.EDU/WESTPOTTAWATTAMIE](http://WWW.EXTENSION.IASTATE.EDU/WESTPOTTAWATTAMIE) f t i y

This institution is an equal opportunity provider. For the full non-discrimination statement or accommodation inquiries, go to [www.extension.iastate.edu/guestsubject](http://www.extension.iastate.edu/guestsubject). ADN/20.04 February 2020.





## UPCOMING EVENTS



Trusted insurance  
advisors

Avoca



## Avoca Main Street LONGEST TABLE

### DID YOU KNOW?

The Avoca Main Street Longest Table event, an annual outdoor dining experience, was first held in 2016.

Designed to celebrate Avoca's agricultural heritage—featuring a five-course meal sourced from local farmers and food producers.

*The event has been recognized for its impact, receiving the "Best Rural Event" award from the Iowa Tourism Awards in 2020 and the "Exceptional Special Event" award from the Main Street Iowa Awards in 2018, according to Radio Iowa.*



**Join us in Avoca, Iowa for an all-local,  
chef-hosted, multi-course meal on  
Avoca Main Street.**

**Musical performances by McCarthy  
Trenching and Leavenworth Slims  
with support from the Community  
Foundation for Western Iowa.**

**6-8 p.m. North 200 Block of Elm Street  
304 N Elm St. Rain Location.**

**\$35 per person**

**Tickets at Eventbrite starting September 5.**



## Who is Main Street?

Avoca Main Street has been  
a proud Main Street  
Community since 2014

**Why Does Main Street Work?** *It's Simple. It's the People loving their Place*



The Main Street way is to inspire and engage the property owners, business owners, leaders, the friends and neighbors to create a shared value in the character of the community.  
**Imagine having people believe their place matters.**  
That is true community support. That is what Main Street is all about.

### Our Home, Our Main Street, Our Future.

Avoca Main Street is dedicated to enhancing the vitality of downtown Avoca through historic preservation, economic development, and community engagement. Downtown Avoca is home to more than

32 downtown residents and 286 day-time workers;  
\$450,000 in annual private re-investment into the district;  
\$48,730 in annual volunteer value.



**\$4.5 million**  
invested in downtown projects  
and acquisition

**14,550**  
Volunteer Hours

**14**  
net new downtown  
businesses

Statistics derived from on FY 24 cumulative data

Main Street is a  
Nationwide, grass  
roots movement that  
blends  
preservation,  
activation, and  
coordination to  
harness the power  
of **Character-Based  
Economic Growth**

**Over \$1.5  
BILLION  
INVESTED**

In 1985, the Iowa Legislature adopted Main Street America's Main Street Approach model and established MSI as a program of the Iowa Economic Development Authority. Today, MSI is recognized as one of the most successful state Main Street programs in the nation.



Save the date



October 25, 2025

CONNECT WITH US



WIDAIOWA.ORG

LIVE • WORK • EXPLORE • THRIVE

PAGE 18





## UPCOMING EVENTS

Neola



**Amanda Lebeck**

walnutcommunitycenter@gmail.com

Center (712)784-2727 Walnut Antique Show (712)784-3710  
walnutcommunitycenter.org walnutantiqueshow.com

415 Antique City Drive Walnut, Iowa 51577



303 front Street - Neola, Iowa 51559

Sports Clothing, Accessories, Licensed Products  
We Do Custom Orders

712-322-8833  
sidelinesportsandtees@gmail.com

Amy Wohlers  
Owner



COMMUNITY  
FOUNDATION  
FOR WESTERN IOWA

Where Giving Grows

**DONNA DOSTAL, MPA**  
PRESIDENT + CEO

712.256.7007 Ext. 11  
402.699.5206

ddostal@givewesterniowa.org

536 E Broadway  
Council Bluffs, IA 51503

www.givewesterniowa.org



HOME & GARDEN

216 Antique City Drive | Walnut, Iowa 51577

facebook.com/BRestoredHomeandGarden

## ARROWHEAD OBSTACLE TRAIL RUN RETURNS

September 20th, 2025!

Arrowhead Obstacle Trail Run is a 5k (3.1 mile) event on the scenic trails of Arrowhead Park near Neola, Iowa featuring 15+ obstacles.



Including a 1 Mile Kid's Obstacle Trail Run with 10+ obstacles! All proceeds benefit the Pottawattamie County Trails Association. The event will be held on Saturday, September 20th, 2025 beginning at 10:30 AM with the 1 Mile Kids Run. This is NOT a "mud run" and there are no mud pits to crawl through (and therefore no cold post-race hose showers are necessary).

All obstacles in the 1 Mile and 5k Open Wave are optional (except the hills, those are fixed in place). You may choose to run it as a 5k Trail Run, skipping the obstacles. Competitive Wave runners must complete all obstacles to be eligible for a top 10 finisher medal.

The 1 Mile Kid's Run is recommended for ages 6-12 and adult chaperones, but is open to anyone. (If you are an adult who wishes to run the 1 Mile as a parent/guardian AND the full 5k course, please sign up for the 5k and run the 1 Mile course at no additional charge. If you wish to run ONLY the 1 Mile as a parent/guardian, please sign up for the 1 Mile Kid's Run.) Chaperones are NOT required but encouraged, there will be volunteers along the course. Registration and signed waiver are required for anyone on the course, for insurance purposes.

Registration includes entrance to the park, free parking and free event photos available on Facebook and RunSignup following the run. Pricing for the 1 Mile is only \$10, \$15 in September! The full 5K course is \$30 during May and June, \$35 July and August, and \$40 in September. On site, day of event registration will be \$45 for the 5K and \$15 for the 1 Mile, CASH ONLY please.

An event T-shirt can be purchased for only \$10 during registration! If you would like a T-shirt to commemorate your conquest of the course, please pre-order during checkout. Only a limited number will be available for sale the day of the run. The deadline to order a T-shirt is Tuesday, September 9th.

**10:30AM**

1 Mile Kid's Course

**11:45AM**

5K Competitive Wave  
Male

**11:50AM**

5K Competitive Wave  
Female

**12 PM**

5K Open Wave





# Hoo Doo Days

AUGUST 29TH - SEPTEMBER 1ST



## Friday

**OUTDOOR MOVIE - AT DUSH**

Neola City Park

**Alvin & The Chipmunks**  
the squeakquel



## Saturday

**8 AM | 3 US 3 SOCCER**

Neola Park | Soccer Fields

**10 AM | BIKE RIDE**

**SPONSORED BY: BEAUTY OPERATORS**

9AM Registration @ Blue Moon | \$10 Entry

Ride Starts in Neola, IA

**11 AM & 2 PM | LEARN TO HAWAII**

By Pottawattamie County Conservation, space is limited, register online

Arrowhead Park | \$5 per person

**11 AM | TUG-OF-WAR CONTEST**

Neola Park | Volleyball Court

**3 PM - 6 PM | GROCERY MARKET - VENDOR FAIR**

4th Street - Between Front & Pearl Streets

**4 PM - 6 PM | BOOGIE DOWN BBQ BATTLE**

Music - Perfectly Off

**8 PM - 10 PM | TEEN DANCE**

Neola Park | 6<sup>th</sup> Grade +

Concessions Available

## Sunday

**8 AM | HOO DOO HUSTLE**

Online Registration: **FACEBOOK**

**5K Run** - \$25 Entry | 8AM - 9AM

**Kids 1 Mile** - \$10 Entry | 8:15AM - 9AM

**8 AM - NOON | PANCAKE BREAKFAST**

**HOSTED BY: NEOLA LIONS CLUB**

Neola Area Community Center | Free Will Donation

**9 AM | SAND VOLLEYBALL TOURNAMENT**

Bucksnot & Neola Park

**10 AM | SLOW PITCH SOFTBALL TOURNAMENT**

Neola Park

**2 - 3:30 PM | DISCO DASH - SCAVENGER HUNT**

Neola Community Center | Adults & Kids Options

**5 - 7:30 PM | FIREMAN DINNER**

Neola Fire Hall | Free Will Donation

**7:00 - 11:00 PM | ADULT STREET DANCE**

Gates Open at 7 PM | Band starts at 8 PM

4th Street - \$10 Entry

**FEATURING: WRECHED BECHY**



## Monday

**11 AM | PARADE**

10AM Registration | Neola Ball Field

**GRAND MARSHAL: John Slobodnik**

**12 PM - 3 PM | CAR SHOW**

4th & Pearl Street

**12 PM - 4 PM | CHUCK A LUCK**

Beer Garden - 4th St

**12 PM - 4 PM | CARNIVAL**

3rd Street | Wristbands for purchase \$25 for all ammenties

**12 PM - 6 PM | BEAN BAG TOURNAMENT**

Beer Garden - 4th Street

Custom Hoo Doo Boards to be Auctioned

**12 PM - 7 PM | BEER GARDEN**

3rd Street

**12:30 PM - 7 PM | LIVE ENTERTAINMENT**

4th Street by Beer Garden

Logan Corbino

Shadow Ridge Band



**12 PM - 6 PM | FOOD VENDORS**

**Neola City Hall**

• J's Coffee & Donuts

**3rd Street**

• NAMI - Drinks & Ice Cream

• Ohana Ice

• Food Trough - Funnel Cakes

• Pims Thai

• Johnny Riccos Brooklyn Pizza

• Streetside Foods

• Los Tres Tacos

• Hippo Hot

**4th Street**

• Bucksnot

• Wine Slushies

**2 PM | PIG BINGO**

3RD Street

**2 PM - 4 PM | BINGO**

Neola Fire Station



**Stayin' Alive in '25**





## UPCOMING EVENTS

Neola

**2025 Hoo Doo Days**  
**Bike Ride**




**SATURDAY,  
AUG 30, 2025  
10:00 A.M.**

Registration begins 9 AM outside  
Tripper's Blue Moon Bar  
312 Front St - Neola, IA




Cost \$10

\*\*Registration includes ticket to ride and entry into prize raffles

Route: Neola, IA to  
Persia, IA & Back  
(Approximately 20 miles)



Live Music at the Blue  
Moon Bar at 8 PM!

**Slavin' Alive in '25**



Since 1946, Hoo Doo has been Neola's way of celebrating community, honoring our history, and giving back. What started as a welcome home for WWII soldiers is now a weekend of fun, connection, and service.



**ELEVATE YOUR EVENT**

Let's Bring More Visitors  
to Rural Communities

Submit to [WidaIowa.org](https://WidaIowa.org)



SUBMIT EVENT

submit online or scan the  
QR code and help boost  
rural tourism.

**Hoo Doo**  
**GROOVY MARKET - VENDOR FAIR**

AUGUST 30TH | 4TH STREET | 3PM - 6PM






## UPCOMING EVENTS

Neola

### 3RD ANNUAL HOO DOO BBQ COMPETITION



**\$100 Per Team**

Cook On Site or At Home | Protein Provided  
Pork Ribs - Brisket - Bone-In Chicken Thighs  
**\$\$ CASH PRIZES \$\$**

Live music by Perfectly Off

Open to the public for sampling - \$10 entry for wristband to sample  
Drinks & Beer on site for purchase

**AUG 30TH  
4-6 PM**

Scan QR code  
to sign up



**4TH  
& PEARL**

#### BBQ SPONSORS

RILEY DOLLEN - STAMP FAMILY FARMS

LUKE STAMP [DPA AUCTIONS] - PETE SORENSON - WESTERN IOWA ICE

## TEEN DANCE

**30**  
SEPTEMBER

8 PM-10 PM

NEOLA  
PARK



CONCESSIONS - KARAOKE - BAGS - VOLLEYBALL - BASKETBALL

THIS IS NOT A LOCKED DOWN EVENT - PARENTS ARE  
RESPONSIBLE FOR DROP OFF AND PICK UP



## Marne Elk Horn COMMUNICATIONS

Powered by **Fiber** - Driven by **Community**

Proudly serving:

Avoca - Brayton - Elk Horn - Exira - Kimballton - Marne - McClelland  
Minden - Neola - Shelby - Underwood - Walnut - Rural Crescent  
Rural Council Bluffs - Rural Honey Creek

FIBER INTERNET - FIBER TV - FIBER PHONE

[www.metc.net](http://www.metc.net)



**WALNUT  
Community  
Center  
Foundation**

**VERSATILE  
SPACES AT  
COMPETITIVE  
RATES**

**BOOK NOW**

712-784-3443



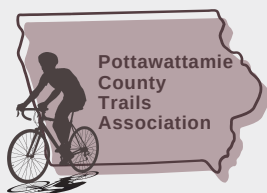
LIVE • WORK • EXPLORE • THRIVE

CONNECT WITH US



[WIDA.IOWA.ORG](http://WIDA.IOWA.ORG)





Don't miss out on the **IMPACT for Women Summit**, the signature event for the Women's Fund of Southwest Iowa, an initiative of the Community Foundation for Western Iowa. A special thank you to Acura of Omaha, Superior Honda of Omaha and the Rod Rhoden Foundation for their incredible support as the Premier Presenting sponsor of this year's event!

# IMPACT *for* women

## SUMMIT 2025

Thursday, September 25, 2025 | 8:30am-3:30pm  
Mid-America Center, Council Bluffs  
\$89 Per Person

Premier Presenting Sponsor

**ACURA**  
Acura Of Omaha

**SUPERIOR**  
Honda Of Omaha

**THE ROD RHODEN FOUNDATION**

*Special Keynote Speaker*  
**Marlee Matlin**

**COMMUNITY FOUNDATION**  
FOR WESTERN IOWA

**Thursday, September 25, 2025**  
**8:30am-3:30pm**  
**Mid-America Center, Council Bluffs**  
\$89 per person | Sponsorships still available!

The Community Foundation is thrilled to welcome Academy, Oscar, and Golden Globe Award-Winning Actress and published author, Marlee Matlin, as this year's special keynote speaker! Matlin is one of the most powerful and engaging keynote speakers on the global stage, captivating audiences with her dynamic presence, authentic storytelling, and unshakable advocacy. Matlin draws from her extraordinary life, from her groundbreaking Hollywood debut to her tireless work as a champion for diversity and inclusion. And in her new documentary "Marlee Matlin: Not Alone Anymore," Matlin revisits her volatile two-year romantic relationship with late actor William Hurt.





## UPCOMING EVENTS

Treynor





2025  
**TREYNOR FARMERS MARKET**  
5:30-7 PM

**FALL MARKET**  
Sept. 7th 10-2  
Pony Rides  
Face Painting  
Smokin' Good Times Food Truck  
Twisted Hitch Food Truck  
Steve & Hannah Acoustic

**Sept. 16**  
Young Entrepreneurs Night  
Petting Zoo  
Itis Food Truck

**Sept. 23**  
Fish Fry  
Pim's Thai Food Truck

Legion Beer Garden and Food Truck every night

Located in the green space at the Treynor Community Center

**Sept. 30**  
Community Chili Cook Off  
Food Truck- Chic-Fil-A

**Oct. 7**  
Pumpkin Decorating  
Customer Appreciation Night  
Live Music- Nolan Leonard

**Oct. 14**  
Pie Contest Night  
Brunings BBQ Food Truck  
\*Indoor



**Fall MARKET**  
TREYNOR FARMERS MARKET  
SEPTEMBER 7<sup>TH</sup>, 10:00-2:00

SMOKIN' GOOD TIMES FOOD TRUCK

FREE PONY RIDES

TWISTED HITCH FOOD TRUCK

FREE FACE PAINTING

STEVE & HANNAH ACOUSTIC

COMMUNITY CENTER GREEN SPACE

# Penny's Landing

## GUESTROOMS

TREYNOR, IOWA

Located on the outskirts of Treynor, Iowa just minutes from the hustle and bustle of Council Bluffs and Omaha, Penny's Landing Guestrooms is your next quite and unique getaway!

**PROPERTY FEATURES**

- (8) Standard rooms with two king beds  
Of the 8 standard rooms, (2) feature accessible bathrooms
- (2) Junior suites with one king bed and one full-sized sofa sleeper on the 2nd floor loft
- (1) Master suite with one king bed and two full-sized sofa sleepers, dedicated living room, dining area, and game table!
- Wi-Fi throughout property
- Refrigerators in every room
- Microwaves in every room




33153 IA-92, Treynor, IA 51575

Direct Phone: (712) 242-7490 Email: [info@wjmanagementpartners.com](mailto:info@wjmanagementpartners.com)  
<https://palacebarn.com/pennys-landing/>

## OAKLAND

INDUSTRIAL FOUNDATION



Providing for the general economic benefit of Oakland, Iowa and surrounding communities since 1997

**Randall Cody**  
Branch Manager



Office:  
Address:

Email:  
NMLS ID:



712-484-2220 x5501  
418 S. Commercial St.  
PO Box 96, Carson, IA 51525  
[rcody@rollinghillsbank.com](mailto:rcody@rollinghillsbank.com)  
528217





## WIDA MEMBER TESTIMONIAL



*Stacie is so supportive of my business and really wants us to succeed. She is constantly thinking of ways for businesses to collaborate and work together to help all of us. Her experience and expertise is so helpful. I appreciate her support and willing to help anyway she can.*

*Morgan Branan Owner | Avoca Flower Shop*

## WIDA Business Membership Levels

### BRONZE

#### MEMBERSHIP



**\$200<sup>00</sup>**

Per Year

- Listed on WIDA website as 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 made available
- Event postings on WIDA calendar, when made available
- Opportunity for a "Did You Know?" highlight on social media
- Promo flyers on our website, when made available
- Business-card ad in 4 consecutive WIDA e-newsletters
- Listed in WIDA business directory

### SILVER

#### MEMBERSHIP



**\$500<sup>00</sup>**

Per Year

- **Bronze Elements Plus**
- Welcome write up in WIDA e-newsletter
- Mini branding photoshoot with Stacie Kinney



#### BEST VALUE

### GOLD

#### MEMBERSHIP



**\$1000<sup>00</sup>**

Per Year

- **Bronze + Silver Elements Plus**
- WIDA town landing page sponsor
- Event organizational checklists
- Tourism venues listed on Travellowa.com
- Front page welcome in WIDA's e-newsletter
- Marketing materials upon request
- Grant review and proofreading upon request



# RIBBON CUTTING CEREMONY INFORMATION



Minden Bowl GRAND REOPENING | 209 Broadway St

## 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.

## CROSSWORD ANSWER KEY:

### Across:

- 2.) Partnerships
- 3.) Member
- 4.) Western
- 8.) Networking
- 9.) Growth
- 10.) Opportunity
- 11.) Community

### Down:

- 1.) Engagement
- 5.) Social
- 6.) Entrepreneur
- 7.) Iowa





## 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*



VICE PRESIDENT  
*Mike Holton*



*Brian Shea*



*Ron Kroll*



*Susan Miller*

### 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.



*Trace Frahm*



*Jayme Busch*

# POTTAWATTAMIE COUNTY RESOURCES

## ELECTED OFFICIALS



### >>> CARSON

**Mayor**

Adam Houser

**City Clerk**

Kristina Hansen

(712) 484-3636

carsoncc@futuretk.com

### >>> HANCOCK

**Mayor**

Vince Guyer

**City Clerk**

Kimberly Gress

(712) 741-5665

### >>> MACEDONIA

**Mayor**

Melia Clark

**City Clerk**

Liz Alff

(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

### >>> NEOLA

**Mayor**

Karla Pogge

**City Clerk**

Heidi Erwin

(712) 485-2307

neolacityclerk@walnut.net

### >>> OAKLAND

**Mayor**

Brant A. Miller

**City Clerk**

Marissa Lockwood

(712) 482-6811

oaklandclerk@frontiernet.net

### >>> SHELBY

**Mayor**

Ron Kroll

**City Clerk**

Chris Martin

(712) 544-2404

smu2@walnutel.net

### >>> TREYNOR

**Mayor**

Allen Hadfield

**City Clerk**

Michael Holton

(712) 487-3787

cityhall@cityoftreynor.com

### >>> UNDERWOOD

**Mayor**

Dennis C. Bardsley

**City Clerk**

Cindy Sorlien

(712) 566-2373

cityadmin@underwoodia.com

### >>> WALNUT

**Mayor**

Wm. Brett Simpson

**City Clerk**

Shannon Wood

(712) 784-3443

citywaln@walnutel.net





# LET'S TALK BUSINESS

Ready, Set, Connect.



## 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.

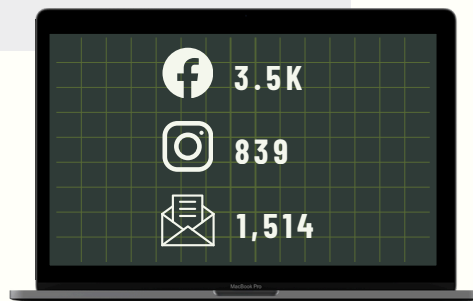
Send your business news by the 20th of every month to: [WesternIowaDevelopment@outlook.com](mailto:WesternIowaDevelopment@outlook.com) to be included in the newsletter. For more information, you can also call us at (712) 406-6234.

Western Iowa Development Association provides a platform for members to share their stories and experiences so that others can learn from their successes.

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.



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.



We hope you make the most of your WIDA membership and that it helps you to continue to grow your business!

