



A VERY BIG WIDA

THANK YOU

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MINDEN NEOLA OAKLAND SHELBY TREYNOR
UNDERWOOD WALNUT



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WIDA.IOWA.ORG

Together, we make a difference. Together, WE ARE WIDA.

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Western Iowa Development Association

COMMUNITY NEWSLETTER



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Todd Studer, a longtime radio professional with more than thirty years of experience. After spending decades in broadcasting, Todd saw how storytelling was changing and how local voices were being left behind in the rush toward bigger, national media.

He has created something that brings back that personal connection using tools of modern podcasting and video production.

A WARM WIDA WELCOME

LOESS HILLS MEDIA & PODCASTS

Amplifying Local Voices Through Authentic Storytelling

In an era when national media often drowns out local stories, Loess Hills Media and Podcasts stands out as a champion for community connection and authentic storytelling. Founded by longtime radio professional Todd Studer, the company helps businesses, nonprofits, and community leaders share their messages through professional-quality audio and video podcast production.



Todd Studer and Stacie Kinney on Local Routes episode September 2025.

We are excited to welcome Loess Hills Media & Podcasts to our WIDA community. Cnt'd page 3.





What began in 2017 as Todd Studer Productions, an audiobook recording studio, has evolved into a full-service media company rooted in Southwest Iowa. Today, Loess Hills Media provides complete podcasting solutions—from concept development and scripting to recording, editing, and distribution—offering clients an easy and professional way to tell their stories. Every project is completed locally, ensuring each production stays connected to the people and places it represents.

This year marks an exciting expansion for the company with the launch of Loess Hills Today, a new online platform celebrating the people, places, and events that make Southwest Iowa unique. The site features community stories, local business spotlights, and event highlights designed to bring positive, regional storytelling to a broader audience.

At the heart of Loess Hills Media's work is a deep belief in small market local media—the idea that community-based storytelling builds trust, pride, and understanding in ways larger outlets can't. Todd and his team are passionate about helping clients strengthen their message, celebrate their communities, and reach audiences through meaningful, authentic content.

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A memorable client success story demonstrates just how effective this approach can be: after featuring a guest on his podcast Hunting Home, host Blake Hunter connected with a listener who later became both a client and a homeowner through his real estate work. It's proof that local storytelling works—and that connection leads to results.

Todd's advice for fellow business owners? "Be authentic. Authenticity builds trust, and trust builds lasting relationships."

Loess Hills Media remains deeply involved in community development through partnerships, local board service, and WIDA membership. Todd encourages other small business owners to share their own stories and get involved:

"Every time someone listens, shares, or suggests a story, it helps keep local voices strong." Businesses and nonprofits interested in creating their own podcast or becoming a sponsor on Local Routes can reach out to Loess Hills Media and Podcasts to start amplifying their message and strengthening connections across Western Iowa.

Follow on facebook.com/loesshillsmediaandpodcasts



NEW

WIDA CROSSWORD
PUZZLE PG. 21

FROSTING, INC.

THANKSGIVING PIE MENU

9" Pies - \$32

Salted Caramel Apple
Apple Crumb
Triple Berry
Pumpkin
Pecan (\$35)
French Silk
Peanut Butter

All pie crusts are scratch made using butter.
Regular menu items always available
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kimjcanada@gmail.com
712-249-5942

ORDERS DUE BY FRIDAY THE 21st

SMALL
BUSINESS
SATURDAY

NOV 29TH



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Council Bluffs, IA 51503
www.givewesterniowa.org

LOCAL COMMUNITIES & SMALL BUSINESSES GEAR UP FOR HOLIDAY

For small businesses, the last quarter of the year often accounts for a significant portion of annual revenue.



As the holiday season approaches, communities across Western Iowa are preparing for one of the most important times of the year for both local businesses and residents alike. From festive open houses to city-wide shop-local campaigns, the coming months represent not only a boost in sales but also a vital opportunity to strengthen community connections.

National trends show that nearly 70% of consumers plan to shop local during the holidays when given convenient and meaningful opportunities to do so. This makes local marketing, clear communication of holiday hours, and active participation in community events especially important for small-town retailers and service providers.

Communities in Western Iowa—like Carson, Avoca, Neola, Walnut, and Underwood—are embracing this season with creative initiatives designed to draw visitors downtown and remind residents that shopping local means investing back into their own neighborhoods. Local chambers, city councils, and development groups are collaborating on holiday parades, small business weekends, and charitable drives that foster a spirit of togetherness while highlighting the variety of goods and services available close to home.

Many businesses are also preparing for the digital side of the holidays—updating websites, sharing promotions on social media, and ensuring customers can easily find contact information and event details online. Paired with in-person experiences like holiday tastings, artisan markets, and festive décor, these efforts help create the “small town feel, big city heart” atmosphere that defines Western Iowa.

As we move into November and December, it’s a good time for businesses to plan ahead: confirm inventory, finalize staffing, refresh storefront displays, and coordinate with neighboring businesses for joint promotions. Working together not only increases visibility but also reinforces the message that thriving local economies depend on shared community support.

This season, Western Iowa’s small businesses are once again proving that local commerce is more than just shopping—it’s about connection, collaboration, and celebrating what makes our towns unique.





BRINGING OVER 10 YEARS OF RELIABLE AND EFFICIENT SKID LOADER 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.

We are now taking bids for Spring 2026 – get on our books today!

RUSTIC DOOR BOUTIQUE

MELISSA WISNIEWSKI
OWNER

402.672.0869

RUSTICDOORBOUTIQUE@GMAIL.COM

100% SOY WAX CANDLES
HAND POURED IN IOWA

SOCIAL MEDIA UPDATES FOR SMALL BUSINESSES: FALL 2025

As small businesses head into the busy holiday season, staying current on social media changes can make a real difference in how you reach customers. Here's a quick look at what's happening across Facebook and Instagram – and what it means for local businesses.

Facebook: Still the Core of Community Connection

While Facebook may no longer be the “cool” platform, it remains the most widely used social network in the world – and a vital tool for local marketing. Meta has introduced new AI-powered ad tools that make it easier for small businesses to target and reach the right audiences.

Their latest camera-equipped, AI-enabled smart glasses have also become a surprise hit, designed to make content creation faster and more hands-free. Meta recently announced that Meta AI queries will now be used in ad targeting, meaning your customers' AI interactions could influence which ads they see. In addition, AI chatbots can now be embedded on business websites to help personalize ad outreach and improve customer engagement.

Instagram: Reels Lead the Way

Short-form video continues to dominate Instagram – Reels now account for half of all time spent in the app. With that success, Instagram is shifting its focus even more toward video.

The platform's new video editing app, Edits, has been a big hit among creators, offering advanced AI-powered tools for quick, polished videos. However, Instagram has cautioned that some features may become paid options in the future.

Expect to see ongoing updates designed to help small businesses and creators earn income, boost posts, and grow their presence heading into 2026.



SMILES, STEPS & SPARKLE – A JOYFUL FALL AT ADA!

The first half of our fall season has been filled with laughter, learning, and so many smiles! Our dancers have worked hard, supported one another, and continued to grow both in and out of the studio. We can't wait to see all their hard work shine on stage at our Fall/Winter Showcase on December 13th at 1:00 PM at the Underwood Performing Arts Center.

BUILDING, BONDING & DANCING – A FANTASTIC FALL AT MTADA!

The first half of our fall season has been full of energy, teamwork, and smiles! Our recreational dancers have been learning new skills and growing in confidence, while our Miss Tammy's Absolute Dance Academy competition team has been working hard on routines and building a strong, positive culture as they prepare for competitions beginning in 2026. We're so proud of all our dancers and can't wait to see what's ahead.



JOIN OUR SMALL TOWN DANCE FAMILY
for our 25th year!

SPRING 2026 REGISTRATION

Registration opens December 1, 2025

Classes Begin February 3, 2026

www.absolutedanceacademy21.com/ada



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Extension and Outreach

WHAT WE WANT
#STRONGIOWA

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This institution is an equal opportunity provider. For the full non-discrimination statement or accommodation inquiries, go to www.extension.iastate.edu/diversity/. ADN/30.04 February 2020.



Family-Owned | Community-Focused | Quality-Driven



What Makes Us Different?

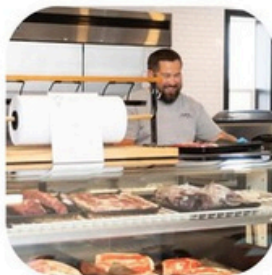
- ☒ Attention to Detail
- ☒ Customer Service
- ☒ Variety & Convenience
- ☒ Community Integration
- ☒ Expertise

Location and Hours

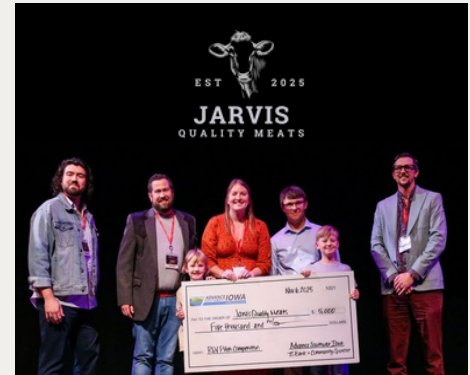
 Mon-Tue 10am-6pm; Wed-Sat 10am-7pm
 3 N Eyberg Treynor, IA 51575

For More Information

 712-217-6818
 Jarvis Quality Meats on Facebook
 [Jarvisqualitymeatslc@gmail.com](mailto:j Jarvisqualitymeatslc@gmail.com)



WINNERS OF REV, SMALL BUSINESS PITCH COMPETITION ANNOUNCED



Pictured above left to right: Conner Mowery (Advance Southwest Iowa), Tony Jarvis (Jarvis Quality Meats), Krysta Stevens (Jarvis Quality Meats), Logan (Jarvis Quality Meats), Austin Diehm (TS Bank)

Jarvis Quality Meats of Treynor was awarded \$5,000 to support key equipment purchases, including a patty press machine. The funding will help expand production capacity, improve efficiency, and maintain product quality while offering more options and variety for southwest Iowa families.

"Thank you from the bottom of our hearts. We are beyond words with this incredible opportunity. We're proud to be part of the Treynor community and excited to keep growing together," said Tony Jarvis and Krysta Stevens, owners of Jarvis Quality Meats.

[TS Bank blog](#)



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



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

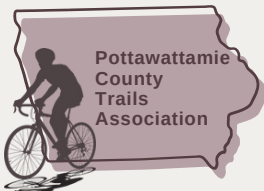
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www.metc.net





**Pottawattamie
County**

Find Your Fire



THE REVEREND GEORGE B. HITCHCOCK HOUSE OUTSIDE OF LEWIS, IOWA IS ONE OF ONLY FIVE UNDERGROUND RAILROAD STOPS AVAILABLE TO TOUR IN IOWA.

This restored Federalist style house was built with local rock and lumber by Rev. Hitchcock in 1853-1856.

Rev. Hitchcock came to the area with 2 ambitions: to provide shelter for runaway slaves and to form a Congregational Church. He succeeded in both endeavors. He and his family lived in the home until 1865 when they felt compelled to travel south to help educate the newly emancipated former slaves.

This past summer was a successful one for the Hitchcock House. We had over 1,400 people tour our home!

Tours for this season have ended, but be sure and mark your calendars for next year's season! We will open May 1. We have lots of fun things planned, plus grab some friends and family and join us for a tour. They are given Thursday-Sundays, 1-5 (last tour starts at 4:15). We have a couple hiking trails and a gift shop, as well.

Anyone who is interested in becoming a tour guide is urged to contact the Hitchcock House via Facebook. You will be trained, can work as much or as little as you desire, and will make a huge impact sharing the history of the house and our American history.

Tours are only \$5 each, children are free. We accept cash, check and Venmo. Please plan to join us!



GIVING TUESDAY 712 DECEMBER 2 2025



GIVING TUESDAY 712



Senior Safety Video Series

We're excited to launch a new Senior Safety Video Series focused on helping you stay safe online. While designed with seniors in mind, these educational videos are valuable for everyone—because no one is too young or too old to learn about online safety!

You'll learn helpful tips on creating secure passwords, recognizing phishing attempts, and understanding data breaches.

Follow this link to watch the 3 part series to gather tips for online safety at your convenience!

metc.net/senior-safety



A NOTE FROM THE OCCASIONAL COLLECTIVE

My Occasional Collective Community, I'm reaching out with immense gratitude and a melancholy heart to share some big news: I am pivoting to an online-only shop and will close the brick & mortar doors at the end of 2025.



Since 2022, your support transformed my crazy dream into a reality. We revived the nostalgia of in-store shopping post COVID, and successfully championed 199 small businesses, including 136 Iowa/Nebraska makers and 111 LOCAL women-owned! That impact is my legacy, and it fills my cup.

This decision is a sad but strategic one, allowing me to continue my mission online while managing my primary commitment to home.

Our last day of in-store shopping will be December 30th, 2025.

This is a crucial time for us all! I passionately urge you to show up for all of our makers in full force during November and December. This vital support goes directly to these local entrepreneurs as they navigate this transition.

ALSO...Stock Up Now: Items will not be reordered or replaced in the store. Your favorites may be here today and gone tomorrow! This isn't the news I wanted to deliver, but I hope you can join me in writing a fantastic final chapter for The Occasional Collective at 12 E Main!



12 E Main | Treynor

I look forward to seeing all of your faces soon! Visit Us Before We Pivot!

Wednesday | 10-4
Thursday | 1-7
Friday | 10-4
Saturday | 10-2

Alysia Hess | Owner

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Submit it to WattaWay.com or 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!

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and surrounding communities since 1997



WALNUT
Community
Center
Foundation

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COMPETITIVE
RATES**

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2M LAND MANAGEMENT WEDDING VENUE PROGRESS AT DEVNEY ACRES

We're excited to share the progress at Devney Acres, where we're nearing completion of all concrete work for their brand-new wedding event venue in Logan, IA

Our team has been hard at work bringing this vision to life. The project began with grading the interior of the building and pouring the concrete floor. From there, we dug and set footings for a retaining wall, which was then capped with a beautiful concrete patio area. The patio features a staircase that leads down to a sidewalk, connecting to another set of stairs that takes guests up to the ceremony podium – the very spot where couples will soon be saying “I do.”

In addition to the ceremony area, we've completed a new driveway, two sidewalks, and the porch area, with another driveway scheduled to be poured next week. Everything is coming together beautifully!

This wedding venue is planned to be completed in December 2025 and ready to host events starting March 2026. We can't wait to see it filled with celebrations!

Stay tuned for more updates as we wrap up this exciting project.



2M LAND MANAGEMENT

**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.

NOW BOOKING SPRING 2026

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

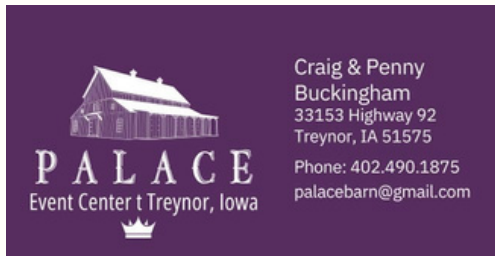
Devon Marsh 402-709-2607
Trevor McMahon 712-310-8850

<https://2mlandmanagement.my.canva.site/>
2MLandManagement@gmail.com





HOLIDAY *hello*



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

Stacie Kinney
WIDA | Executive Director

As we wrap up another wonderful year in Western Iowa, I want to wish you and your families a joyful and peaceful holiday season. Our small towns shine brightest this time of year, and we're grateful for every business, volunteer, and neighbor who brings that hometown magic to life.

Be sure to follow WIDA on all of our social media platforms so you never miss a small-town holiday event, local spotlight, or community update. There's so much happening across our region—and even more on the way.

We have some great surprises to share in 2026, and we can't wait to kick off the new year with fresh opportunities, new partnerships, and even bigger ways to celebrate the communities we love.

Warm holiday wishes,
Stacie!

**BACKROAD
BUSINESS
CONNECT**

DEC 3RD
SEE MORE ON PAGE 15



STEPPING UP FOR LOCALS

PowerTech donated over 600 meal bags to the Lewis Central Community School District to support the Thriving Titans program, which provides food to students and families in need. The meal kits are being distributed to students in the free or reduced lunch program and any extra meals will be stocked in the Thriving Titans food pantry.



WHY SHOPPING SMALL MATTERS:

Celebrating Our Local Businesses This Holiday Season

The holiday season is the perfect time to celebrate the heartbeat of Western Iowa—our small businesses. From family-run shops and homegrown boutiques to local restaurants and service providers, these businesses fuel our economy, strengthen our communities, and give our towns their unmistakable charm.

When you shop local, every purchase creates a ripple effect. You're supporting the families who live here, helping keep dollars in our region, and investing in the future of our small towns. Local businesses sponsor youth programs, host community events, and show up for their neighbors. This season, we have an opportunity to show up for them too.

As you plan your holiday shopping, keep these special dates in mind:

- **Black Friday November 29** – A great kickoff to the holiday season and an opportunity to explore deals right here in our own towns.
- **Small Business Saturday November 29** – A day dedicated to celebrating the entrepreneurs who make Western Iowa unique.
- **Cyber Monday December 1** – Many of our local businesses offer online shopping options—support them with a click!
- **Giving Tuesday December 2** – Support the nonprofits and community organizations that keep our towns connected and thriving.



Amy Wohlers | Sideline Sports and Tees

This year, WIDA encourages everyone to shop small, shop local, and share the love. Follow us on social media for updates on special shop-local events, business spotlights, and holiday happenings across Western Iowa. Together, we can make this season a joyful celebration of community and the incredible businesses that make our region shine.



Pam Schirm | B Restored



Jayme Busch | Unique Boutique Iowa



CLASSROOM GRANTS TREYNOR

The Treynor Schools Fund through the Four Corners Community Foundation awarded classroom grants up to \$500 per grant to enhance academic achievement for PreK-12 students at the Treynor Community School District for the 2025-2026 school year this fall.



Examples of classroom grant asks may include:

- ✦ Field trips and career tours
- 📖 Books and classroom supplies
- 🔧 STEM tools and hands-on learning projects

These grants empower teachers to bring creative ideas to life and provide PreK-12 students with enriching opportunities! A few of these classroom grants for this fall included phonics boards, flexible seating, and new white board paddles for engaging lessons.



If you would like to support future classroom grant applications, donations can be made by visiting:
https://pccf.fcsuite.com/erp/donate/create/fund?fund_id=2374

**Crescent Hill
AT HITCHCOCK**

ELEVATE
YOUR ADVENTUROUS SIDE THIS WINTER

Ski | Snowboard | Sled | Rentals | Midnight Madness

Pottawattamie
Conservation

Crescent Hill at Hitchcock, previously Mt. Crescent Ski Area, is officially a part of Hitchcock Nature Center. Find tickets, hours, and more at explore.crescenthill.com

**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
<https://palacebarn.com/pennys-landing/>

**Randall Cody
Branch Manager**

**Rolling Hills
Bank & Trust**

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Email: rcody@rollinghillsbank.com
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SCAN TO
SCHEDULE MEETING ➔



12th Annual Holidays on Main Gingerbread Kisses & Christmas Wishes Saturday, November 29th, 2025

- Gingerbread House Contest
- Free Lil' Ponies Riding & Painting
- Reindeer Races
- Visit with Santa
- Hayrack/Trolley Rides Inflatable Wonderland
- Petting Zoo
- Antique Firetruck & S'Mores
- Pancake Man
- City Tree Lighting
- Ugly Sweater 3K Race
- Inflatable Football Throw
- Vendor Craft Fair
- Face Painting and balloon artist
- Crafts by Girl Scouts
- Child's Barrel Train Rides
- Letters to Santa & Parade of Trees
- Bethlehem Walk/Live Nativity
- Carnival Games

Follow us on FB: Avoca, Iowa Holidays On Main or <https://www.avoca-hom.com>

12th Annual Holidays on Main Gingerbread Kisses & Christmas Wishes Saturday, November 29th, 2025

SCHEDULE OF EVENTS

- 1-4 pm Vendor Craft Fair at United Church (304 N Elm St.)
- 2:30 pm Ugly Christmas Sweater 3K Fun Run at Courthouse (2:00 registration)
- 2:30-4 pm Santa at Olesen's Garage
- 3-4:30 pm Gingerbread House Competition Results/Displays at Midstates Bank
- 3-5 pm Free Lil' Ponies Riding on Elm St
- Inflatable Football Throw at Shelby County State Bank
- Child's Barrel Train Rides at Community 1st Credit Union
- Reindeer Stick Races (ages 4-8) in front of Courthouse
- 4 pm Main Street Stores Open
- 3-5:30 pm Hayrack/Trolley Rides to Inflatable Wonderland on W Lyon St.
- Petting Zoo behind Post Office
- Movie/Carnival Games/Cookie Walk at Exchange Lot
- Cub Scouts selling hot chocolate at Exchange Lot
- Letters to Santa Station & Parade of Trees at Library
- Gingerbread tattoos at Community 1st Credit Union
- Balloon artist at Hamilton Financial
- Little Tyke Coupe Rides and Bouncy Horses in front of Courthouse
- Girl Scouts Craft at Styles by Sarah
- Antique Firetruck and S'mores in front of Courthouse
- 5-7 pm Pancake Man Supper at Avoca City Hall
- 5:45 pm Bethlehem Walk/Live Nativity followed by Tree Lighting

THANK YOU TO THE FOLLOWING FOR SUPPORTING THIS WONDERFUL EVENT!!

Sponsors: Community Foundation of Western Iowa, Meighan McCarthy Johansen Hope Fund, Community 1st Credit Union, American Legion Post 227, Mt Nebo Lodge, Knights of Columbus, Avoca NAPA, FNIC, Keith Holtz Family, Avoca Flower Shop, Avoca Seed & Chemical, Avoca Small Engine, Avoca Veterinary Clinic, D&S Services, Family Dental Center, Feekees Heating and A/C, Grace & Wellness Massage Therapy, Griffin Plumbing, Hair Factory, Health Markets, House of Colour Avoca, Iowa Kid's Outfitters, Jacobsen Real Estate, Marne Elk Horn Comm, Martin & Sons Construction, McCarthy Trenching, Midstates Bank, Olesen Auto Center, Pauley Jones Funeral Home, Rhonda Hope State Farm Ins, Shelby County State Bank, Tille's Salon & Boutique, Casey's, Subway

Special Thanks: Claire Petersen Photography, AHSTW Youth, Avoca Fire Dept, Avoca Historical Society, Avoca Jr. Federated, Avoca Main Street, Botna Valley Achievers 4-H Club, Boy Scout Pack 97, Cub Scout Pack 97, Girl Scout Troup 61, Hancock Fire Dept, Harlan Hansen House, The Original Pottawattamie County Board Association

Holidays on Main Bingo Shop Small on Avoca Main Street

Thank a Holidays on Main Volunteer	View the Holiday Decorations	Share a Holiday Wish with Santa
Get a Treat from a Downtown Shop	AVOCA MAIN STREET FREE SPACE	Enjoy a Cozy Beverage
Watch the Downtown Tree Lighting	Check Out the Petting Zoo or Live Nativity	Window Shop or Buy a Gift for a Loved One

Submit completed BINGO Card to Avoca Main Street by December 5 to have a chance for a \$10 gift card to your favorite downtown business.

Send to avocamainstreet@cityofavoca.com

NAME: _____
CONTACT #: _____



CHRISTMAS TREE DISPLAY
OPEN TO ALL DECORATORS

LET'S GET DECORATING!

- THIS EVENT IS OPEN TO ALL: FAMILIES, INDIVIDUALS, LOCAL GROUPS, SCHOOLS, CIVIC ORGANIZATIONS, AND BUSINESSES.
- SPACE IS LIMITED SO DECORATORS WILL NEED TO REGISTER IN ADVANCE. DECORATORS ARE WELCOMED ON A FIRST COME FIRST SERVE BASIS.
- DECORATORS WILL NEED TO PROVIDE THEIR OWN TREE OR "CREATE" THEIR OWN TREE FORM FOR DECORATING, AS WELL AS SUPPLIES FOR DECORATING. ALL EFFORTS WILL BE MADE TO PROVIDE ELECTRICAL SERVICE FOR EACH TREE BUT IS NOT GUARANTEED.
- NO SPECIFIC THEME
- NO REGISTRATION FEE
- BUSINESSES AND ORGANIZATIONS ARE ENCOURAGED TO USE THIS AS AN ADVERTISEMENT OR RECRUITMENT OPPORTUNITY.
- SET UP 11/30/24 WITH TAKE DOWN 12/6/25

**CONTACT LISA EASTON TO RESERVE YOUR SPACE:
TEXT OR CALL 712-435-0273**

**HAPPY
THANKSGIVING**
PLEASE SEE OUR HOLIDAY HOURS BELOW

CLOSED

THANKSGIVING DAY - NOV 27
FRIDAY - NOV 28

CHRISTMAS DAY - DEC 25

NEW YEARS DAY - JAN 1

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

**CARSON'S 4TH ANNUAL
FESTIVAL OF TREES
DISPLAY**

WEDNESDAY, DECEMBER 3RD
9 A.M. - 8:30 P.M.
@ CARSON FIRE STATION HALL
127 BROADWAY
OPEN FOR "SELF GUIDED TOURS"

HELD IN CONJUNCTION WITH THE
32ND ANNUAL CHRISTMAS IN
CARSON EVENT

BACK AGAIN THIS YEAR, ALL TREES WILL BE ENTERED FOR A
VOTING TO WIN A PRIZE!

**Just Put A Bow
On It!**
Craft and Vendor Show

WEDNESDAY, DECEMBER 3RD
5:00 PM - 7:30 PM
AT THE
CARSON COMMUNITY CENTER
DURING CARSON CHRISTMAS.

WE HAVE SUCH A VARIETY
OF CRAFTERS AND VENDORS!

A GREAT START TO YOUR
HOLIDAY SEASON!



Frosting, Inc. Christmas Menu

Decorate-Your-Own Cookie Kit - \$32
12 CUTOUT CHRISTMAS COOKIES, 3 COLORS
BUTTERCREAM, 2 KINDS OF SPRINKLES

Sugar Cookie Cutouts - \$30
1 DOZEN FROSTED CHRISTMAS CUTOUTS

Frosted Cookies - \$25
1 DOZEN ROUND FROSTED COOKIES, CHOICE OF
ALMOND OR SUGAR

Assorted Cookie Tray - \$25
1 DOZEN ASSORTED CHRISTMAS COOKIES

Chocolate Covered Cherries - \$18
1 DOZEN DRIZZLED CHOCOLATE COVERED
CHERRIES (ORDERS FOR THESE ARE DUE BY
SATURDAY, DECEMBER 6TH)

Peanut Butter Balls - \$18
1 DOZEN CHOCOLATE COVERED PEANUT BUTTER
BALLS WITH A PEANUT BUTTER DRIZZLE

9" Pies - \$32
CHOICE OF SALTED CARAMEL APPLE, APPLE
CRUMB, PUMPKIN, PECAN (\$35), FRENCH SILK,
PEANUT BUTTER, TRIPLE BERRY

602 Highland St., Walnut
712-249-5942
kimjcanada@gmail.com

ORDERS DUE BY WEDNESDAY THE 17th



BACKROADS BUSINESS CONNECTORS | DEC 3RD

Big Connections for Small Towns

Location: Brewed Awakening
158 S Elm Street Avoca

*Signature beverages available for donation
Holiday Coffee for Purchase! Light appetizers
provided.*

Join Us for Backroads Business Connectors - Big
Connections for Small Towns!

Guest Speaker + Music + Giveaway!

Join WIDA, business owners, and organizations for
conversations, fresh ideas, and partnerships that help
our small towns thrive.

Who should come?

Anyone ready to grow their network, Entrepreneurs &
small business owners, Community members who love
connecting and having a good time. Let's pack the
place with energy, ideas, and collaboration! **FREE for
WIDA members** | \$10 for non-members

Questions? Let's chat!

Stacie Kinney | 712-406-6234 | wida-iowa.org

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

a bit of
IOWA
GALLERY CAFE

Karol Calabro

607 Highland
Walnut, Iowa 51577

712.784.3187
712.784.2369

DECEMBER 3

Quarterly Networking Series

BACKROADS Business Connectors

SCAN TO PAY

Hosted By:
McCLURE
Community 1st CU
Together is Better

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

Location:
BREWED AWAKENING
158 SOUTH ELM STREET AVOCA, IOWA 51521

Signature Beverage available for donation
WIDA will supply light appetizers & Frosting Inc. will supply holiday sweets
Guest Speaker along with Music
Date: Wednesday, December 3
Time: 3:30 - 5:30 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

WIDA
WESTERN IOWA
DEVELOPMENT ASSOCIATION



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
- WattaWay (Pottawattamie County Tourism): wattaway.com
- WIDA (Rural Chamber & Business Support): widaiaowa.org
- Community Foundation for Western Iowa: givewesterniowa.org
- Iowa West Foundation: iowawestfoundation.org

Have an idea on how we can work together?

Email: kate.gerber@pottcounty-ia.gov
Phone: 712-328-5898



Neola's "Old Fashioned Christmas"

December 13, 2025
St. Patrick Parish Hall, Neola

Soup Supper

4:00 - 7:00 pm
Adults: \$12 - Children under 12: \$5 -
Children under 4: Free
Chili, Vegetable Soup, Potato Soup,
Drink & Dessert
Free Refills - To Go Meals Available

Cookie Walk

Begins at 4:00 pm
Medium Box: \$10
Large Box: \$15

Community Choir

"Hope Has Dawned, Noel"
St. Patrick Church, Saturday, 7:00 pm
Directed by Jim Ross

UNIQUE BOUTIQUE Holiday Events

101 4th Street - Neola, IA

Pink Friday Nov. 21st

1pm-6pm

Kick off the holiday
shopping season by
shopping small before big
box! 🛍️

🌟 Steals & Deals all day
long

🛍️ Early holiday shopping
made fun

❤️ Treats, drinks & pink
vibes everywhere

Grab your besties, wear
your pink, and come shop
Local Love!

Black Friday Nov 28th

10am-4pm

- 🛍️ In-store & online specials all day
- ❤️ New arrivals + mystery hourly discounts
- 🛍️ Perfect gifts, cozy finds & holiday must-haves

Small Business Saturday / Customer Appreciation Event Nov 29th

9am - 5pm

We're celebrating 9 years in business — thanks to YOU! ❤️

- 🛍️ First 25 shoppers get an exclusive UBIowa Grab Bag
- ❤️ Special coupons, treats & surprises all day long
- 🌟 Shop small, celebrate local, and join the fun!





December Open Houses

First Weekend
Dec. 12th, 13th, & 14th

Second Weekend
Dec. 19th, 20th, & 21st

Open 10:00 to 6:00
Each Day

WIDA Business Membership Levels

BEST VALUE

BRONZE

MEMBERSHIP



\$200⁰⁰
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



\$500⁰⁰
Per Year

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

GOLD

MEMBERSHIP



\$1000⁰⁰
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





Riverside WINTER CONCERTS

TUESDAY, DECEMBER 2ND
6TH GRADE AND JUNIOR HIGH

MONDAY, DECEMBER 15TH
ELEMENTARY: OES & CES

THURSDAY, DECEMBER 18TH
HIGH SCHOOL

CONCERT LOCATION
RIVERSIDE MHS
18997 HWY 59, OAKLAND



FIRE & ICE FORMAL
OAKLAND COMMUNITY BUILDING

21+

\$75/TICKET
OR \$125 FOR A COUPLE

FEBRUARY 14TH 2026
5:30 PM COCKTAIL HOUR
PRIME RIB DINNER CASH BAR
DJ
SILENT AUCTION

ALL PROCEEDS WILL BENEFIT THE NEW COMMUNITY AQUATIC CENTER PROJECT

Fire & Ice Event

A 21+ formal event, raising funds for a new Oakland Aquatic Center.
OAKLAND COMMUNITY BUILDING
2/14/26 5:30PM-12:00AM



PRIME RIB DINNER CATERED BY SILOS
SILENT AUCTION
CASH BAR
DANCING
GAMES
DJ

Silent Auction Donation

Donor Name/Company: _____ Contact: _____
Phone: _____ Email: _____
Address: _____
Item(s) Donated: _____
Date of Donation: _____ Retail Value: _____

Donations can be sent to
Jill Weathers 633 E Ridge Ct Oakland, IA 52560
or contact her to coordinate drop off. Cell Phone: 402-650-4031



FRIDAY tweets DEC 12
— COFFEE, EATS & TREATS —

Sip n' Shop Supper
4 pm - 7:30 pm

Come on over for a special night before the home basketball games of shopping with local curated vendors, a catered pasta meal from Klahn Family Catering, and of course your favorite drinks and desserts from Tweets.

Clothing, candles, room sprays, and permanent jewelry just to name a few.
Supper: Choice of Marinara or Alfredo, Chicken or Meatballs, Salad, and a Breadstick.



BRIDAL EXPO
at Palace Event Center
SUNDAY, FEBRUARY 8
1:00 pm - 4 pm

Planning a wedding? Connect with wedding vendors and industry professionals.

Wedding pros - join us!

Wedding industry professionals, contact Lisa to reserve a vendor spot today for \$250.

FREE ADMISSION TO THE PUBLIC





FRIENDLY HOLIDAY REMINDER

Shop Local & Spread the Cheer!

The holiday season is here—and so is the perfect chance to show some love to our hometown businesses!

When you shop local, you're not just checking off your gift list... you're supporting the entrepreneurs, makers, and do-it-all go-getters who make our small towns feel like home.

Don't forget: **Small Business Saturday is November 30!** Grab a friend, bundle up, and explore the shops, boutiques, cafés, and services that make Western Iowa shine. Every purchase—big or small—helps keep our communities vibrant, connected, and full of holiday cheer.

Let's make this a season of local love. Shop small, shop local, and share the joy!

*Laine Beach | Sweet Vale Creations (top)
Kim Canada | Frosting, Inc. (bottom)*



Walnut Annual Christmas Walk

Friday, November 28 - 9-4
Saturday, November 29 - 9-4

Downtown Walnut, Iowa
Antique City Drive
For More Info call - 952-292-5896 (Ron)
712-307-0824 (Dave)



BREAKFAST WITH SANTA

at the Walnut Community Center



Sunday, December 7th
9:00 AM - 12:00 PM



Free Photos by
Tiffany Jodene Photography



JOIN SANTA FOR A PANCAKE BREAKFAST WITH FREE WILL DONATIONS
YOUR GENEROUS CONTRIBUTIONS WILL SUPPORT THE WALNUT COMMUNITY CENTER & PLAY HAVEN CHILD CARE.

415 Antique City Drive Walnut, Iowa



ELEVATE YOUR EVENT

Let's Bring More Visitors to Rural Communities

Submit to WidaIowa.org



SUBMIT EVENT

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



TODD STUDER



WWW.LOESSHILLSMEDIA.COM





Sponsorship Opportunities on Local Routes

Local Routes with Todd Studer highlights the people, businesses, and organizations that make rural Southwest Iowa a strong and connected community. Each episode tells the stories of local leaders, small business owners, and residents who make a difference in the region. The show appears across social media platforms and on YouTube, sharing positive stories with a growing audience.

Reach and Audience

Local Routes is reaching more people every day, with the channel averaging between 1,200 and 1,500 views daily across all platforms. The show continues to grow as more listeners and viewers connect with local stories from across Southwest Iowa.

Sponsorship Package

For \$150 per month, your business can join the mission to celebrate local life in Southwest Iowa. Each sponsorship includes:

- Logo and website featured daily in the sponsor scroll on each episode
- One on-air interview per month highlighting your business or organization
- Video shorts from your interview for social media use
- Your business link featured on the Local Routes page at LoessHillsMedia.com

Why Sponsor Local Routes?

Sponsoring Local Routes supports local coverage for the people who live and work in Southwest Iowa. Your sponsorship helps ensure that community stories continue to be told and that local voices remain strong throughout the region.

Get Started

Partner with us to keep local storytelling strong. To become a sponsor or learn more, contact:
Loess Hills Media and Podcasts
 Website: www.LoessHillsMedia.com
 Phone: 712-330-9306
 Email: toddstuder@gmail.com



SAY YES TO NEW ADVENTURES

**PENNY'S
LANDING**

Treynor, Iowa



**CRAIG & PENNY
BUCKINGHAM**

33153 HIGHWAY 92
TREYNOR, IA 51575

PHONE: 402.490.1875

PALACEBARN@GMAIL.COM
PALACEBARN.COM



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

Congratulations to
**The Original Pottawattamie County
Fair Board Association**

Recipient of a \$5000
Foundation for Rural Services
Community Grant to purchase
mobile fencing panels and gates
for the beef barn

**Marne Elk Horn Communications
funded \$1000 of the grant**

SEE FULL DETAILS HERE:

<https://www.ntca.org/newsroom/press-releases/2025/15/foundation-rural-service-awards-145000-community-grants>



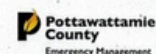
LEARN MORE ABOUT THE FOUNDATION FOR RURAL SERVICES AT FRS.ORG

EMERGENCY FOOD RESOURCES POTTAWATTAMIE COUNTY



THE FEDERAL GOVERNMENT SHUTDOWN HAS CAUSED A HALT IN SNAP BENEFITS, SIGNIFICANTLY IMPACTING FOOD INSECURITY IN IOWA, WITH 131,000 HOUSEHOLDS (APPROX. 247,000 PEOPLE) UNABLE TO CURRENTLY RECEIVE THEIR BENEFITS, LEADING TO A SURGE IN DEMAND AT FOOD BANKS AND PANTRIES. IN ADDITION, TO SNAP RECIPIENTS IMPACTED, MANY ACTIVE DUTY & VETERAN MILITARY PERSONNEL, FEDERAL SERVICE EMPLOYEES & RETIREES, AND OTHERS ARE FEELING THE STRAIN.

VISIT THE EMERGENCY MANAGEMENT WEB PAGE BY SCANNING THE QR CODE OR VISITING THE URL BELOW FOR INFORMATION ON AVAILABLE RESOURCE PROVIDERS AND HOW YOU CAN HELP THOSE IN NEED.



[HTTP://WWW.POTTAWATTAMIE-IA.GOV/EMERGENCY_MANAGEMENT](http://WWW.POTTAWATTAMIE-IA.GOV/EMERGENCY_MANAGEMENT)





POWERTECH: BEST OF OMAHA 2026 WINNER

Best Electrical Services



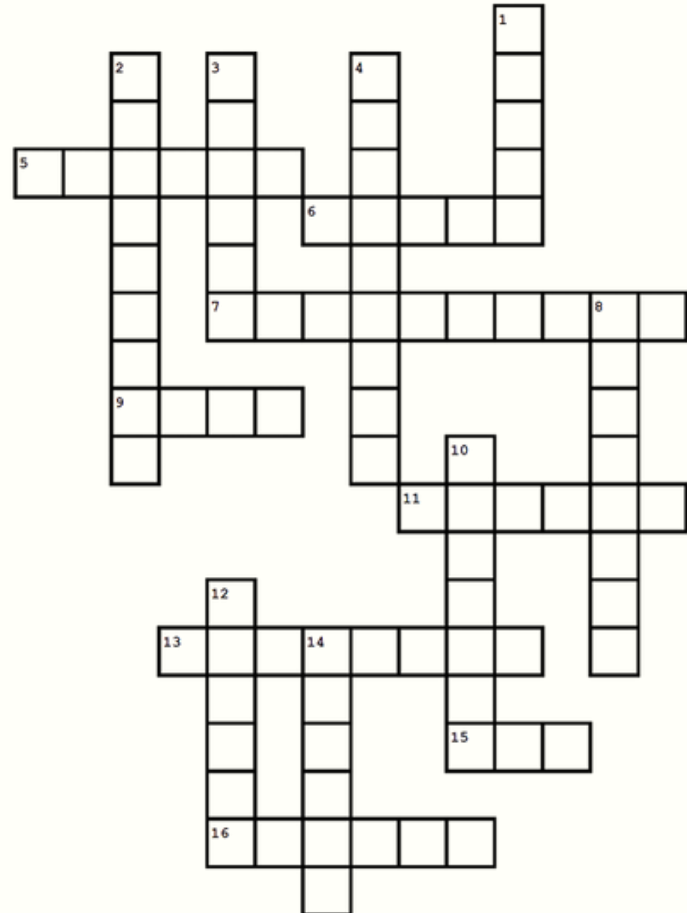
CONGRATULATIONS, POWERTECH!

WIDA is proud to celebrate our member, PowerTech, being named Best of Omaha 2026 in Electrical Services!

This well-deserved recognition highlights PowerTech's commitment to quality, safety, and exceptional service across every project. PowerTech continues to set the standard for professional excellence—well done to the entire team on this outstanding achievement!



WESTERN IOWA DEVELOPMENT ASSOCIATION CROSSWORD PUZZLE



ACROSS:

- 5.) ___ the Snowman
- 6.) the pudding in "We Wish You a Merry Christmas"
- 7.) famous Christmas ballet
- 9.) ___ under the mistletoe
- 11.) traditional Thanksgiving fowl
- 13.) Clark
- 15.) What made Frosty the Snowman come to life?
- 16.) Christmas beverage also known as "milk punch"

DOWN:

- 1.) Buddy the Elf's four main food groups
- 2.) a single, white, frozen crystal
- 3.) Frosty the Snowman's nose
- 4.) Christmas dessert known for it's long shelf life
- 8.) Scrooge's first name
- 10.) red-nosed reindeer
- 12.) fruit customarily placed in Christmas stockings
- 14.) Santa delivers presents in

ANSWER KEY PAGE: 22



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?

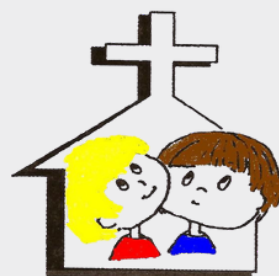
This event serves as a significant milestone in the history of your business and presents an excellent photo opportunity to capture the moment. It allows the owner to introduce themselves to the attendees and the wider community, explaining the nature of their business. Additionally, a ribbon cutting 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.

ACROSS:
5.) Frosty
6.) Figgy
7.) Nutcracker
9.) Kiss
11.) Turkey
13.) Griswold
15.) Hat
16.) Eggnog

DOWN:
1.) Candy
2.) Snowflake
3.) Button
4.) Fruitcake
8.) Ebenezer
10.) Rudolph
12.) Orange
14.) Sleigh



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

Newly Elected Mayor

11/10/25 Bret Sherkenbach

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.

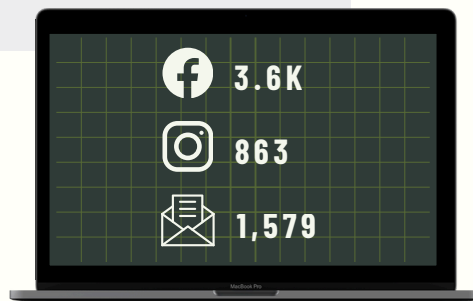
Send your business news by the 20th of every month to: WesternIowaDevelopment@outlook.com to be included in the newsletter. For more information, you can also call us at (712) 406-6234.

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!

