



A VERY BIG WIDA THANK YOU

TO ALL OUR MEMBERS & SPONSORS

CARSON HANCOCK MACEDONIA MCCLELLAND
MINDEN NEOLA OAKLAND SHELBY TREYNOR
UNDERWOOD WALNUT



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

Western Iowa Development Association

COMMUNITY NEWSLETTER



IN THIS ISSUE

- 2-3 Warm WIDA Welcome
- 4-8 Business News
- 9-13 Upcoming Events
- 14 WIDA Board Members
- 15 Ribbon Cutting + Member Info
- 16 County Resources
- 17 Let's Connect

**BACKROAD
BUSINESS
CONNECTORS**

MARCH 25
SEE MORE ON PAGE 12

A WARM WIDA WELCOME PINOAK ACRES

Experience Rural life at Pinoak Acres

Pinoak Acres LLC is a family-run animal services business based in Walnut, Iowa, offering a wide range of care, training, and educational experiences for animals and people alike. Services include riding lessons, children's horse camps, therapeutic horsemanship, in-home pet sitting, dog walking, farm care, and full-service dog training, daycare, and boarding through Pinoak AcresPet Retreat and STAY Dog Training. Seasonal events such as Family Fun Days, Pumpkins and Ponies, horse-led rides, and carriage rides further connect families to farm life. At the core of everything we do is a commitment to safe, confidence-building experiences for both animals and humans.

The Story Behind the Business

Pinoak Acres was born from a lifelong passion for horses, dogs, and rural living. With a background in veterinary medicine, animal behavior, and working closely with families and children, the vision was to create a space where animals and people could learn, grow, and feel supported together. What began as a small riding lesson program has since grown into a full-service animal care and training business serving families throughout the surrounding rural communities.



Pinoak Acres
49459 Pinoak Rd | Walnut, IA

We are so excited to welcome Pinoak Acres to our WIDA community. Cont'd page 3.

LIVE • WORK • EXPLORE • THRIVE





Years in Business

Pinoak Acres has operated as an LLC since 2019, supported by more than a decade of hands-on experience with horses, dogs, and animal care. A love for animals began early—growing up around horses, always having multiple dogs, and dreaming of becoming a veterinarian helped shape the foundation of the business.

Most Popular Services

Some of the most sought-after services include:

- Riding lessons and children’s horse camps
- STAY Dog Training, focused on simple, routine-based methods
- Dog daycare and boarding at Pinoak Acres Pet Retreat
- In-home pet care, dog walking, and farm care for families who prefer their animals remain in a familiar environment

Coming Soon

Pinoak Acres is working toward the development of a 12–15 kennel daycare, boarding, and training facility. This expansion will allow the business to serve more families, support rescue efforts, and create local employment opportunities. Carriage rides and seasonal sleigh rides are also in development.



What We’re Most Passionate About

The greatest passion behind Pinoak Acres is witnessing how animals help people grow. Whether it’s a child building confidence on horseback, a dog thriving with structure and routine, or a family finding peace of mind knowing their animals are well cared for, the connection between humans and animals is at the heart of every service offered.

A Memorable Experience

One particularly meaningful experience involved a young rider who began lessons shy and uncertain. Over time, she grew into a confident, independent rider who eagerly anticipated every session. Her parents later shared that the confidence she gained carried over into school and friendships—moments like these serve as powerful reminders of why this work matters.



You May Not Know

- Horses often mirror human emotions, making them powerful partners in emotional growth and learning
- Many dogs respond best to consistent structure and routine rather than complex training techniques
- In-home pet sitting and farm care can significantly reduce stress for animals
- Riding supports balance, strength, focus, and emotional regulation

Pinoak Acres stays active in the community by offering youth programs and camps, providing in-home pet and farm care, attending local events, partnering with families, and offering accessible education for both children and adults. Participation in vendor events, county fairs, and family-friendly gatherings is also a priority.

Community members can support Pinoak Acres by choosing local for pet care, dog training, boarding, farm care, and riding lessons. Sharing posts, referring friends and family, and supporting plans for a future boarding and training facility make a lasting impact.

Follow Pinoak Acres to stay up to date on upcoming events, camps, in-home pet care availability, and expanded dog training and boarding services. We look forward to supporting you—and your animals—every step of the way.

www.facebook.com/PinoakAcresWalnutIA





Community Foundation for Western Iowa Impact Grants Now Accepting Applications

The Community Foundation for Western Iowa has announced that its 2026 Community Impact Grants Cycle is open February 1 through March 15. Grants ranging from \$500 to \$5,000 are available to nonprofits, governmental entities and eligible tax-exempt organizations who are doing innovative and meaningful work throughout Pottawattamie County.

Community Impact Grants are allocated to creative and impactful projects in a variety of focus areas, such as: Arts & Culture, Community Betterment, Community Engagement, Education, Environment, Health, Human Services, and Youth. Programming must meet a clear, identifiable need, and align with the Community Foundation’s mission to improve the lives of all Pottawattamie County residents.

The majority of the Community Foundation’s grant-making is directed by donors who have established funds to purposefully impact charities located in our region and throughout Western Iowa. Community Impact Grants are given from the discretionary funds of the Community Foundation. Individuals and businesses can create their own fund to ‘give back’ and contributions can receive major tax benefits.

In 2025, investors at the Community Foundation generously awarded 118 grants to organizations totaling more than \$4 Million through their charitable funds. For more information on creating a fund or applying for an Impact Grant, please visit www.givewesterniowa.org or call 712.256.7007. The Community Foundation for Western Iowa is nationally accredited by the Council on Foundations (www.cfstandards.org).

WALNUT
Community Center Foundation

VERSATILE SPACES AT COMPETITIVE RATES

BOOK NOW

712-784-3443

BOOST YOUR EVENT'S REACH

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!

Submit now:
WattaWay.com/Events/Submit

to see Pottawattamie County

WATTA WAY
TM

SUBMIT EVENT

Council of Bluffs
CONVENTION • VISITORS BUREAU

Celebrating 250 Years of the United States of America

In 2026, the United States will mark a major milestone: 250 years since the signing of the Declaration of Independence on July 4, 1776. This historic anniversary—often referred to as the Semiquincentennial—commemorates a quarter millennium of American history, growth, and civic life.



The Declaration of Independence formally announced the thirteen colonies’ decision to separate from British rule, laying the foundation for a new nation built on the principles of liberty, self-governance, and individual rights. While the country has evolved significantly since 1776, the ideals outlined in the Declaration continue to shape American democracy today.

The milestone offers an opportunity not only to celebrate historic achievements, but also to explore the diverse experiences and contributions that have shaped the nation over time.

For communities large and small, the 250th anniversary presents a chance to highlight local history and the role towns and regions have played in the American story. From honoring veterans and civic leaders to preserving historic sites and traditions, local participation will be an important part of the nationwide observance.

As the country approaches this landmark year, the 250th celebration serves as a reminder that American history is not just something found in textbooks—it is reflected in communities, businesses, families, and institutions that continue to shape the nation every day.

Our Business Community Is Growing

In just one year, our business membership has **grown from 11 to 49**, and growing strong! Reflecting strong momentum, collaboration, and continued investment in our local communities—even amid our membership cost increase. It speaks volumes.

What This Growth Represents:

- Stronger **connections** between local businesses
- Increased **collaboration** and shared **resources**
- Growing confidence in our mission and **impact**

WIDA Member/Sponsor Growth
2024 - 2026



Stronger Together:

- ✓ Building **Local** Connections
- ✓ Growing Our **Impact**
- ✓ Collaborating for **Success**

Thank you to every member that joined, supported, and helped grow our network. These businesses and communities brings its own strengths, needs, and goals—and **WIDA is here to support them all.**





You deserve to find your
TRUE CONNECTION
 – AND WE ARE BRINGING YOU FIBER!

WE WANT YOU TO LIVE HAPPILY EVER AFTER WITH INTERNET YOU'LL LOVE

Life's no bed of roses if you settle for internet that you know in your heart can't meet your needs. Fortunately, Marne Elk Horn Communications is preparing to bring you your soulmate — the perfect internet with beautifully fast speeds and wonderfully reliable service from our local team.

After all, a true connection is easy to be around and consistently supports what's important to you, from streaming and gaming to working and chatting.

**WILL YOU ACCEPT THIS ROSY OFFER?
 CALL 712.784.2211 TO GIVE US YOUR PERMISSION TO BURY FIBER TO YOUR PROPERTY!**

CONSTRUCTION BEGINS SPRING 2026!

Happy Valentine's Day!



Marne Elk Horn COMMUNICATIONS
 Powered by Fiber—Driven by Community

Comerstone Group © 2026

Crescent neighbors—residents and local businesses should have received a mailing from Marne Elk Horn Communications asking for permission to bury fiber to your home or business. With fiber construction coming to Crescent in Spring 2026, we're getting things ready now.

Returning the permission-to-bury form allows us to bring fiber to your property at **NO COST** and with **NO OBLIGATION** to sign up for service. Having fiber in place means fast, reliable access for you—or a future property owner—and is known to increase property values.

Not given permission to bury as of yet? Sign up here....



Thank you for helping us prepare Crescent for a more connected future!



WHEN SECONDS COUNT, YOU SHOULD KNOW WHAT TO DO

Ready Responders 130 makes safety training fun, fast, and unforgettable, because lives depend on it.

FUN TRAINING. SERIOUS IMPACT.

Based in Council Bluffs, Iowa, serving individuals and organizations across the region with CPR, AED, First Aid, and emergency response training.

Our instructors bring real-world experience and a sense of humor to every session, because learning how to save a life shouldn't feel like sitting through a lecture.

Our Excellence in Numbers

When an emergency strikes, hesitation costs time and time saves lives. At Ready Responders 130, we make life-saving training simple, hands-on, and unforgettable.

Whether you're a parent, teacher, business owner, or healthcare worker, our goal is the same: **help you stay calm, confident, and ready to respond.**



ON-SITE GROUP TRAINING

Protect Your Team. Prepare Your Workplace. Save Lives
 Ready Responders 130 provides professional, convenient life-saving training for businesses and organizations of all sizes.

TRAINING WE OFFER

- ✓ CPR / AED & First Aid
- ✓ BLS Provider (Healthcare Level)
- ✓ American Heart Association Courses
- ✓ American Red Cross Courses
- ✓ New Instructor Training (AHA)

All courses are led by certified instructors and meet national certification standards.

WHO WE SERVE

- Businesses & corporations
- Schools & childcare centers
- Healthcare offices
- Gyms & fitness centers
- Churches & nonprofits
- Government & public agencies

CUSTOM GROUP TRAINING AVAILABLE

We customize training to meet your organization's needs, compliance requirements, and schedule.

CONTACT US TO SCHEDULE

- 📍 Ready Responders 130
- ✉ hello@readyresponders130.com
- ☎ 712.318.3334
- 🌐 readyreponders130.com
- 📄 AHA & ARC classes available



Be Ready. Be Confident.



MARKETING DATES TO KEEP IN MIND

FEB - MAY

♥ FEBRUARY

Relationships & Local Love

Focus: Customer appreciation and collaboration

Key Dates

- Feb 14: Valentine's Day
- Feb 16: Presidents' Day

Smart Tips

- Partner with another local business for a bundle or giveaway
- President's Day Sale
- Promote "experience gifts" (classes, services, events)
- Highlight staff, owners, or your business story
- Encourage early spring bookings

🌱 MARCH

Momentum & Visibility

Focus: Spring energy & planning ahead

Key Dates

- Mar 17: St. Patrick's Day
- Mar 20: First Day of Spring

Smart Tips

- Tease spring products or services
- Share behind-the-scenes content
- Promote pre-orders or early scheduling
- Think graduations, weddings, festivals etc

👨‍👩‍👧 APRIL

Community & Preparation

Focus: Community connection & upcoming events

Key Dates

- April (varies): Easter
- Apr 22: Earth Day

Smart Tips

- Highlight local sourcing or sustainability (even small steps count)
- Promote spring refreshes, clean-ups, or updates
- Share customer testimonials
- Start posting about summer availability

🌸 MAY

Celebration & Sales Boost

Focus: Recognition, gifting, and event traffic

Key Dates

- May 5: Cinco de Mayo
- May 10: Mother's Day
- May 25: Memorial Day

Smart Tips

- Promote Mother's Day gifts and experiences early
- Thank teachers, nurses, graduates, and community helpers
- Tie promotions to graduation season
- Capture photos and content at events for summer marketing

🧠 Bonus: Ongoing Marketing Reminders

These don't tie to specific dates—but they matter all year:

- Consistency beats perfection
- Repurpose content across platforms
- Collect email addresses whenever possible
- Ask customers to leave reviews (especially after positive interactions)
- Tell your story—people buy from people they know

WIDA MEMBERS COLLAB FOR GALENTINE'S DAY

Frosting, Inc. & Avoca Flower Shop Teams Up



We're thrilled to see our WIDA members collaborating and supporting one another in creative ways. Kim Canada, owner of Frosting, Inc., and Morgan Branan, owner of Avoca Flower Shop, have teamed up for a fun Galentine's Day collaboration.

Partnerships like this highlight the power of local connections—bringing businesses together, creating something special for the community, and showing what's possible when small businesses support small businesses.



Support our Underwood Can Kennel



THANKS for supporting the Underwood Can Kennel.

Donate your Iowa 5 cent containers, help the environment, and support the Underwood High School JOI (Junior Optimist Club) youth projects, scholarships, and conferences.

Location: On Railroad Highway, across the street west of the Underwood Fire Dept.



Notes:

- Iowa's 5 cent bottle deposit law covers all carbonated and alcoholic beverages.
- 5 cent cans and plastic bottles should be thrown into the kennel in plastic bags.
- No crushed or flattened containers.
- 5 cent Glass Bottles: Place behind kennel. Prefer glass bottles returned in original boxes (beer in beer boxes). Other sturdy, stackable boxes may be used.
- There is no need to sort by vendor. All brands can go together.
- Absolutely no trash.
- An empty beverage container shall be dry and free of foreign materials per Iowa code.

JOI Club is sponsored by the Underwood Optimist Club. Barb Robertson is Advisor. Any questions please contact Dale Robertson 402-650-2422.

Underwood Avenue of Flags 2026

Dear Underwood Neighbor:

The High School Junior Optimist International (JOI) Club and the Underwood Optimist Club are proud to again offer an annual subscription to celebrate **six national holidays** to line the streets in Underwood with American Flags for **\$40 per year** in front of your home or business. We will place a 3'x5' American Flag on a pole on these national holidays: **Memorial Day, Flag Day, Independence Day, Labor Day, Patriot Day, and Veteran's Day.** *Please note, in case of severe weather (snow, ice, violent storms, or heavy rain), for the safety of our volunteers, we may not put out flags. **Subscription service is limited to within the Underwood City limits.** This is will be our 18th year!

Club volunteers will generally install the flags the night before and retrieve them after the holiday. We may leave flags up for more than the one day or between holidays. A receptacle that remains will be installed in front of your home or business if you have not previously subscribed. The receptacle will be flush with ground level with a red/colored cap on top so as not to interfere with normal mowing but is visible to us. **If you can help us remove vegetation and debris around the cap it will help us greatly to find them.** We will contact Iowa One-Call, so utilities are not disturbed before placing new receptacles. We need approximately **2 weeks' notice** to get the receptacle placed. **Example: all subscriptions must be received by May 15 for Memorial Day.** Please make sure there are "house numbers" visible.

Please consider buying a subscription to Avenue of Flags. If you would like to have more than one flag (add another subscription) at your home or business, you may do so. You may also want to donate a subscription to someone else's home or business (use a separate form for each address location).

All proceeds support the JOI High School and Underwood Optimist Clubs' activities and projects. In recent years JOI has been able to perform many community service projects, both groups provide graduating seniors with scholarships and allow many of our members to be able to attend International and State Optimist Conventions.

TWO WAYS TO SUBSCRIBE:

1. Fill out the form below and email it to jooitomk@aol.com OR mail it to Underwood JOI Club; PO Box 75; Underwood, IA 51576. **Mail a check for \$40 per flag, made payable to Underwood JOI Club or pay via Venmo@Underwood-Optimists.** Phone code if needed 5723. Venmo transactions **MUST** include your name, address, email, phone number and a note whether the subscription form has been emailed or mailed.
2. Register Online from the Optimist Club's sports registration page (scroll to the bottom of the Registration info section): <https://clubs.bluesombbrero.com/Default.aspx?tabid=1289578> This option does charge an additional online service charge for the subscription.

Any questions, please contact Barb Robertson 402-670-8029 (text or call) or email: jooitomk@aol.com Or Dale Robertson 402-650-2422 or email: agidale@aol.com

Thank You for your support!!!



Please fill out the subscription form below.

The form may also be found on the Underwood City website. Retain the top portion for your information if you wish.

Please place a flag at the property listed below. I/we would like to show our patriotism, support our community, Underwood High School JOI Club, and the Underwood Optimist Club by subscribing to the 2026 "Underwood Avenue of Flags".

At flag location: I am a "NEW" Subscriber or I am a "PREVIOUS" subscriber

Billing Information:	Flag Location Information, if different than billing:
Name: _____	Name: _____
Address: _____	Address: _____
Phone: _____	Phone: _____
E-mail Address: _____	E-mail Address: _____
Special Notes: _____	
	Number of Flags: _____ @ \$40 = \$_____ Total

- If New:**
- Do you have an underground sprinkler system within 10 feet of the street, curb or sidewalk? Yes No
 - Do you have an underground invisible pet fence within 10 feet of the street, curb or sidewalk? Yes No

ELEVATE YOUR EVENT
Let's Bring More Visitors to Rural Communities
Submit to WidaIowa.org

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

Join Us! **SENIOR SAFETY VIDEO COFFEE**

ELK HORN LIBRARY - WEDNESDAY JAN 28 - 9-11AM
(RSVP TO BY CALLING 712.764.2013 OR EMAIL EHLIB@METC.NET)

AVOCA LIBRARY - WEDNESDAY FEB 11 - 1-3PM
(RSVP BY CALLING 712.343.6358 OR EMAIL LIBRARY@CITYOFAVOCA.COM)

WALNUT LIBRARY - WEDNESDAY - FEB 18 - 9-11AM
(RSVP TO BY CALLING 712.784.3533 OR EMAIL WLNTLIB@WALNUTEL.NET)

A GATHERING WITH COFFEE, TREATS & CYBER SAFETY

- CHOOSE THE MOST CONVENIENT LOCATION FOR YOU
- PLEASE RSVP
- APPROX. 2 HOUR EVENT

EVERYONE WELCOME!

Marne Elk Horn COMMUNICATIONS
Powered by Fiber - Driven by Community



SENIOR ONLINE SAFETY VIDEO SERIES COFFEES!

Starting at the end of January, we're bringing more helpful online safety sessions to three of our local communities.

Choose the location most convenient for you and RSVP to reserve your spot!

What You'll Learn:

- How to create strong, secure passwords
- How to recognize phishing attempts before you click
- What data breaches are – and how to protect yourself

These short, easy-to-follow videos are designed to help you feel more confident and safe online. Bring your questions, invite a friend, and join us for an informative couple hours!

We look forward to helping you stay informed, secure, and connected!



FIRE & ICE FORMAL
OAKLAND COMMUNITY BUILDING

21+

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

FEBRUARY 14TH 2026
5:30PM COCKTAIL HOUR
PRIME RIB DINNER *CHICKEN & VEGETARIAN OPTIONS AVAILABLE
CASH BAR
DJ
SILENT AUCTION

ALL PROCEEDS WILL BENEFIT THE NEW COMMUNITY AQUATIC CENTER PROJECT

WIDA MEMBER GOES VIRAL

Western Iowa Development Association
Published by Stacie Kinney · December 10, 2025 ·

If antiquing, thrifting, junking, or simply browsing is your thing, **Bear Trap** has a little bit of everything!
Stop in and say hello to sweet Rosy!

Views **109,297**

96.9% Non-followers
3.1% Followers

1.9K likes, 73 comments, 103 shares, 109K views

READY RESPONDERS 130

CPR/AED & First Aid BLS Provider Training

American Heart Association

Heartsaver Total - CPR/AED & First Aid			
Saturdays @ 9:00am	February 7 March 7	April 4 May 2	
Basic Life Support (BLS Provider)			
Saturdays @ 12:30pm	February 7 March 7	April 4 May 2	

American Red Cross

CPR/AED & First Aid			
Saturdays @ 9:00am	February 14 March 14	April 11 May 9	
BLS Provider Training			
Saturdays @ 9:00am	February 14 March 14	April 11 May 9	

New CPR Instructor Course February 19 - 9-1pm
Online & In-Person Required

readyresponders130.com **REGISTER NOW** hello@readyresponders130.com



UNIQUE BOUTIQUE IOWA

Valentines Day

Stacks of Love Bracelet Bar

SATURDAY FEB 14TH

9AM-2PM

101 4th Street ~ Neola, IA

UNIQUE BOUTIQUE IOWA PRESENTS
Stacks of Love – Valentine's Bracelet Bar

♥ The Vibe

Cute • easy • no pressure

Self-love, besties, moms + daughters, teens, and solo shoppers welcome.

♦ What's Happening

✦ Charm Bar

- Choose your chain
- Pick your charms
- We attach – quick & effortless

♥ Ready-Made Beaded Bracelet Stacks

- Valentine colors + neutrals
- Stackable, giftable, wearable everyday

\$ Pricing

- Charm Bar: \$20 (chain + 2 charms)
- Extra charms: \$3-\$5
- Beaded bracelets: \$4-8
- 2 Stacks of 4 for \$30 stack deal



DO YOU HAVE AN UPCOMING COMMUNITY EVENT?

Contact Stacie at westerniowadevelopment@outlook.com



TREYNOR WINTER MARKET

Join us for a cozy and fun indoor Winter Market

featuring:

- Jewelry
- Home Decor
- Crafts
- Baked Goods
- Clothes

... and so much more!

February 22nd
10:00 AM – 2:00 PM



TREYNOR WINTER MARKET

JEWELRY

HOME DECOR

BAKED GOODS

CLOTHES

10:00 - 2:00
FEBRUARY 22ND

TREYNOR COMMUNITY CENTER

Treynor Farmers Market





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 loom, 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/>



TWEETS
COFFEE,
EATS
&
TREATS

TWEETS

14 W Main St, Treynor

After less than a year of success with Lilypops, Cassi and Katie purchased 14 W Main Street, and launched Tweets - Coffee, Eats & Treats!

Stop in for a new and fun Valentine's drink menu!
www.tweetstreydor.square.site



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 explorecrescenthill.com



TWEETS
VALENTINES
MENU

DELIVERY TO TREYNOR SCHOOLS ON FRIDAY FEB. 19TH

LILYPOP ASSORTMENT BOX
AN ASSORTMENT BOX OF 6, 12, 18, OR 24 LILYPOPS & OXEOS. FLAVORS MAY INCLUDE RED VELVET, SUGAR COOKIE DOUGH, PINK CHAMPAGNE, PUPPY CHOW, TUXEDO, & VALENTINE OXEOS.

TAKE & BAKE SWEET ROLLS
TAKE & BAKE CINNAMON ROLLS OR COOKIES & CREAM ROLLS. THESE EASY BREAKFAST OPTIONS COME IN A 4 OR 6 PACK. JUST BAKE AT HOME AND ENJOY! INSTRUCTIONS AND ICING INCLUDED.

BABY BOUQUETS
THE CUTEST LITTLE BOUQUET OF FLOWERS FOR YOUR SWEETIE.

TAKE & BAKE SCONES
TAKE & BAKE CRANBERRY WHITE CHOCOLATE SCONES IN A PACK OF 4 OR 6 FOR AN EASY & EXTRA SPECIAL MORNING TREAT. BAKING INSTRUCTIONS INCLUDED.



Pottawattamie County
Find Your Fire

Frosting, Inc. Valentine's Menu

⇐ ♥ ⇒

FLOWERS, COFFEE, AND SWEETS BUNDLE WITH AVOCA FLOWER SHOP AND BREWED AWAKENING \$40/\$100

DECORATE-YOUR-OWN COOKIE KIT \$32/DOZEN, \$18/HALF DOZEN

FROSTED HEART COOKIES \$30 DOZEN, \$15/HALF DOZEN

CHOCOLATE COVERED STRAWBERRIES \$24/DOZEN, \$15/HALF DOZEN

PEANUT BUTTER HEARTS \$15/HALF DOZEN

TREAT BOX \$20
(INCLUDES 2 FROSTED HEART COOKIES, 2 CHOCOLATE CHIP COOKIES, 2 PEANUT BUTTER HEARTS, AND CANDY)

ORDERS DUE BY SATURDAY, FEBRUARY 7TH
82 HIGHLAND ST., WALNUT
KIMJCANADA@GMAIL.COM
712-249-5942

FROSTING, INC. BUNDLES
Orders due by February 7th

\$40 bundle

\$100 bundle

Orders for these bundles are due February 7th

avoca flowershop

**AVOCA FLOWERSHOP IN AVOCA, IOWA-
PERFECT FOR BUYING, FLOWERS, GIFTS,
HOME DECOR, AND MORE!**

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): wida-iowa.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

**MARK
YOUR
CALENDAR**



**BACK ROADS
BUSINESS
CONNECTORS**

MARCH 25

**Quarterly
Networking
Series**

**BACK ROADS
Business Connectors**

PALACE
Event Center • Treynor, Iowa

Hosted By:
McCLURE

SCAN TO PAY

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 if For?

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



Location:

THE PALACE EVENT CENTER
33153 IA-92 TREYNOR, IOWA 51575

Signature Beverage,
Light Appetizers & Music!

Guest Speaker
Date: Wednesday, March 25
Time: 4:30 – 6:30 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

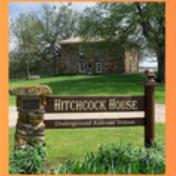
Back Roads Business Connectors

Join us as we bring together local business owners, entrepreneurs, and community leaders to connect, collaborate, and celebrate our back roads communities. Looking forward to connecting!

FREE for WIDA Members

**HITCHCOCK HOUSE
SPECIAL SUMMER
EVENTS - 2026**

GEORGE B HITCHCOCK HOUSE
63788 567TH LANE, LEWIS IA 51544



	Sunday June 14th	Tyler Sullivan with Iowa Scenic Views by Foot 2pm Big Red Barn
	Sunday July 12th	Author Jeff Kluever Presentation & book signing 2pm Big Red Barn
	Saturday August 29	Music on the Lawn featuring Sweet Harmony 3:30 pm House Lawn
	All special Summer events are Free of Charge Bring your own lawn chair Light refreshments will be provided Freewill donation taken	
	House is open to tours on these days 1-5pm, \$5 per adult.	
Donate here	For more details and updates about these events, please visit our website or follow us on Facebook www.hitchcockhouse.org Open May 1-Sept 15: Thursdays-Sundays 1-4:30	



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

RIBBON CUTTING CEREMONY INFORMATION

CONGRATULATIONS

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



Minden Bowl GRAND REOPENING | 209 Broadway St

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.

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



LIVE • WORK • EXPLORE • THRIVE

CONNECT WITH US



WIDAIOWA.ORG

PAGE 15

POTTAWATTAMIE COUNTY RESOURCES



ELECTED OFFICIALS

>>> CARSON

Newly Elected Mayor

11/10/25 Bret Sherkenbach

City Clerk

Dean Hansen

(712) 484-3636

carsoncc@futuretk.com

>>> HANCOCK

Mayor

Vince Guyer

City Clerk

Kimberly Gress

(712) 741-5665

>>> MACEDONIA

Mayor

Paden Knoke

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

(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

Josh Madsen

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



Pottawattamie County

Find Your Fire



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!

