



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



Celebrating 10 Years of business in Walnut Iowa

## BE RESTORED

Nestled in the charming antique town of Walnut, Iowa, you'll find a truly special place filled with timeless treasures—B Restored.

More than just a store, B Restored is where family stories, history, and creativity come together. For the past 10 years, the Schirm family has poured their passion into creating a space where the old becomes new again and every item has a story to tell.

### The Family -The heart of B-Restored

**Heather**, the oldest daughter, and her husband **Lenny** have a love for uncovering “good junk” and transforming it into something beautiful again.

**Tyler**, the son, enjoys restoring furniture—especially unique work benches that find new life in the shop.

**Ashley**, Tyler’s wife, brings warmth and charm through Sawyer Bean Candle Co., filling the space with cozy, inviting scents.

**Mindy**, another daughter, adds a modern flair with B Worn, offering trendy clothing and accessories that perfectly blend vintage and contemporary style.

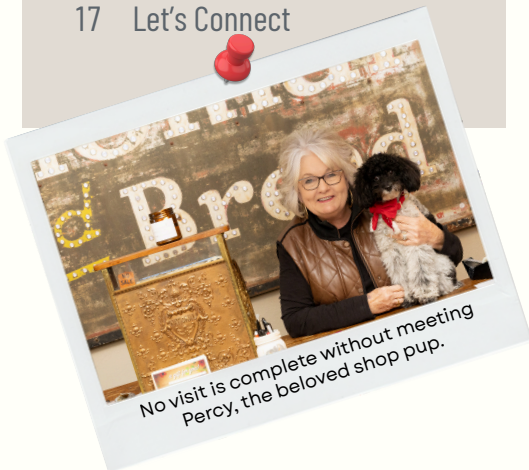
Together, the Schirm family has created more than a business—they’ve built a destination where memories are shared, history is preserved, and visitors feel right at home.

Come celebrate 10 years of B Restored and experience all the charm, creativity, and community it has to offer!



## 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



LIVE • WORK • EXPLORE • THRIVE

CONNECT WITH US



WIDAIOWA.ORG



# CELEBRATING

## 250 years as a community

As the United States approaches its 250th anniversary in 2026, WIDA invited communities across southwest Iowa to reflect on what this milestone means locally. We'll be sharing responses throughout the coming months. If you would like to share your community's perspective, please let us know.



### Treynor, IA

The 250th anniversary of our nation is a moment of celebration across the country. In Treynor, we're combining that milestone with our own local traditions, especially Treynor Days, to make 2026 truly memorable.

#### A Community Built on Pride

Treynor's history is infused with pride and that will continue. Not only will the school future be a part of that pride, but now the community can rally around new housing and development.

The Treynor schools have a motto that is simply "Excellence expected, excellence achieved," and that is what we want to continue.

#### Local Businesses at the Heart

Our local businesses are mostly homegrown, and they have made great neighbors. With Jarvis Meats, Tweets, Ride-N-Shine, and others showing success recently, they have become part of the community cultural fabric.

The key to sustaining our local economy is the partnerships built between businesses, nonprofits, the city, and the community.



#### Strong Partnerships, Strong Future

Between our Legion, Treynor Optimists, Junior Treynor Women, Treynor's Tomorrow, and others, we show unity every day in Treynor.

One of the biggest ways we can share our success is through partnerships, including those with Western Iowa Development Association and other southwest Iowa resources.

#### Looking Ahead to 2026 and Beyond

We are working to celebrate Treynor Days by opening a new recreational area near the "T," including a splash pad, walking trail, and additional amenities.

Residents will be invited to take part in the Treynor's Tomorrow movement by joining committees focused on the community's future.

#### A Milestone on the Horizon

We are also looking ahead to 2029, when Treynor will celebrate its quasiquicentennial (125 years), continuing to define what community and home rule mean for our future.

Treynor's history is infused with pride and that will continue.



# The Wall that Heals



The Wall That Heals is a three-quarter scale replica of the Vietnam Veterans Memorial, accompanied by a mobile Education Center. Organized by the Vietnam Veterans Memorial Fund, the traveling exhibit has visited hundreds of communities, bringing the story of the Vietnam War to people across the country.

The exhibit honors more than three million Americans who served, and bears the names of the 58,281 men and women who made the ultimate sacrifice.

Stretching 375 feet in length and rising to 7.5 feet at its tallest point, the replica allows visitors to walk alongside the names as the wall rises toward its apex, reflecting the design of the original memorial in Washington, D.C.

More than a display, it offers a place for reflection, remembrance, and connection.

- **Event:** The Wall That Heals (traveling Vietnam Veterans Memorial replica)
- **Location:** Lewis Central High School - Council Bluffs
- **Dates:** May 22-25, 2026
- **Hours:** Open 24 hours a day
- **Admission:** Free to the public

# Minden, IA Celebrates 150 Years



Our 150th celebration may be a year late—but for good reason. After the tornadoes impacted our town, we took time to focus on what mattered most: recovering, rebuilding, and supporting one another.

Now, as our community continues to move forward, we’re ready to come together and celebrate 150 years... plus one more—honoring our history and the resilience that defines us. More details coming soon! Be sure to mark yourself as “Interested” or “Going” to stay updated as we announce the full schedule and special features.

This celebration is about more than a milestone—it’s about our community, our journey, and everything we’ve come through together. We can’t wait to celebrate with you!

Contact: City Of Minden  
Phone: (712) 483-2991  
Email: [cityofmindeniowa@gmail.com](mailto:cityofmindeniowa@gmail.com)

**RSVP on Facebook**

2026		JULY					
SUN	MON	TUE	WED	THU	FRI	SAT	
			1	2	3	4	
5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		



# Hey Crescent!

don't get locked in!

We are starting Fiber Internet construction and trust us, you're going to want it.

*Before you sign a long-term contract or "price lock" with another provider, take a moment to think it through. Getting stuck in an agreement could mean missing out on....*

- ✔ No Contract!
- ✔ Reliable connection
- ✔ Speeds for your needs
- ✔ Outstanding, local service

www.metc.net

## Marne Elk Horn COMMUNICATIONS

Powered by Fiber - Driven by Community

www.metc.net

**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!



By popular demand, food trucks are back at the Treynor Fit parking lot, bringing a season full of great food and community connection.

**May 1, 2026:**  
Teeny Weeny Wiener Wagon

**June 5, 2026:**  
Amigos

**July 3, 2026:**  
TBD

**August 7, 2026:**  
Pim's Thai

**September 4, 2026:**  
TBD

**October 2, 2026:**  
Smokin Good Times

Grab dinner, meet up with friends, and enjoy a relaxed evening each month. More details and updates will be shared as they become available.

JARVIS QUALITY MEATS & TS BANK PRESENT

# FIRST FRIDAY FOOD TRUCKS

APRIL - OCTOBER TREYNOR FIT PARKING LOT

First Friday of every month from 11am-1pm



**JUNE 17**

**Quarterly Networking Series**




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



Hosted By:



**Location:**  
**HTS Ag**  
 111 4<sup>th</sup> Street, Neola, IA 51559  
 Beverage, Light Appetizers

AI TECH CLASS  
 Date: Wednesday, June 17  
 Time: 4:30 - 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](http://WIDA.IOWA.ORG)

## Back Roads Business Connectors Growing Strong

WIDA's Back Roads Business Connectors series continues to build momentum, bringing together local business owners, entrepreneurs, and community leaders from across our region. With strong attendance at each gathering, these events are quickly becoming a go-to opportunity for meaningful conversations, new ideas, and lasting connections. The next event will take place in June at HTS Ag in Neola, offering another great opportunity to connect in a new setting. Past events have been hosted at The Palace in Treynor, Brewed Awakening in Avoca, and Judge Richard Distillery in Carson, each highlighting the strength and collaboration within our rural communities. More than just networking, these gatherings are about supporting one another, sharing resources, and creating partnerships that help our small towns thrive.

Interested in hosting a future event? WIDA is always looking for new locations to add to the lineup. Reach out to get on the list and be part of bringing these connections to your community.





# RURAL PASSPORT

Wander Often.  
Wander Wide.  
Wander Western Iowa.



Stop scrolling and start driving; trade your screen for back roads and make the countryside your ultimate destination.

It's Easy! Pick up a passport booklet at any participating business and embark on your journey through local shops, restaurants, service providers, and experiences.



May 22nd - September 7th, 2026

### SPONSORS



[unleashcb.com/ruralpassport](http://unleashcb.com/ruralpassport)

## Western Iowa Rural Passport

Trade your screen for back roads this summer and make the countryside your destination from May 22 through September 7, 2026. The Western Iowa Rural Passport is your guide to scenic routes, charming main streets, and the small businesses that bring our communities to life.

### It's Easy to Join In

Pick up a passport booklet at any participating business and start exploring. Visit local shops, restaurants, and experiences, collecting stamps along the way. Each stamp you earn increases your chances of winning a prize basket filled with local favorites.

The More You Wander, The More You Win  
Every stamp tells a story and gets you closer to a prize:

- 1-8 stamps: Sightseer Drawing
- 9-15 stamps: Explorer Drawing
- 16+ stamps: Wanderer Grand Prize

The program is open to ages 18 and older, with one passport per family.

### Wander Beyond the Stamp

Along your journey, you'll discover "Discovery Points" like trails, parks, scenic byways, and farmers markets. While these stops don't offer stamps, they add something even better, a deeper connection to the beauty and spirit of Western Iowa. Plan your route, pack a picnic, and take the scenic way.

### When Your Journey Ends

Complete your Traveler ID and return your passport to any participating business by September 14, 2026. Every returned passport with at least one stamp will be entered into a drawing.

### Questions?

Contact Western Iowa Development at [westerniowadevelopment@outlook.com](mailto:westerniowadevelopment@outlook.com) or reach out to Stacie Kinney at 712-406-6234.

Thank you for exploring, supporting local, and discovering the heart of Western Iowa. We'll see you on the back roads.



Alyssa Hess, owner of Occasional Collective in Treynor, Iowa, created this innovative program in 2024 to help fuel small businesses across Southwest Iowa. Today, Western Iowa Development Association (WIDA) is powering and expanding the program with Alyssa's continued support and vision.





## Shred Day 2026

Date: 5/2/2026 | 9:00AM - 11:00AM

Location: TS Bank Parking Lot, 15 E. Main Street, Treynor, IA 51575

Collins Consulting, Inc., a local tax firm, will be hosting Shred Day, a FREE confidential document destruction event on-site at 15 E. Main St., Treynor, IA, on Saturday, May 02, 2026, from 9:00 a.m. - 11:00 a.m.

Collins Consulting invites the public to bring their personal and confidential paper documents for on-site shredding to help avoid identity theft and fraud and reduce clutter. The shred truck will be located in the parking lot behind TS Bank and Collins Consulting in Treynor, Iowa.

Shredding cannot be done in severe weather so this date may be subject to change due to weather conditions. Any changes will be posted to Collins Consulting [Facebook page](#). If you have any questions, feel free to call (712) 487-3853.

**FIBER IS COMING TO CRESCENT**

FIBER INTERNET • PHONE • TV

**SMALL TOWNS  
BIG CONNECTIONS  
EXCEPTIONAL SERVICE**

**Marne Elk Horn  
COMMUNICATIONS**  
Powered by Fiber - Driven by Community  
[WWW.METC.NET](http://WWW.METC.NET)

**CONSTRUCTION HAS STARTED!**  
**PROPERTY OWNERS: CONTACT US ASAP  
TO GIVE US YOUR PERMISSION TO BURY!**

- NO OBLIGATION
- NO COST
- NO CONTRACT WHEN YOU CHOOSE US

**Marne Elk Horn  
COMMUNICATIONS**  
Powered by Fiber - Driven by Community  
[WWW.METC.NET/PERMISSION-TO-BURY](http://WWW.METC.NET/PERMISSION-TO-BURY) OR CALL 712.784.2211

Switching to Marne Elk Horn Communications fiber has been a great decision for our business at C&A Scales. The internet speed is incredibly fast and reliable, which has improved our daily operations. Tasks that used to take time- like uploading files, running cloud-based systems, and hosting virtual meetings- are now seamless and efficient.

Our phone system has also seen a major upgrade. Call quality is consistently clear, and we've experienced far fewer dropped calls or interruptions. This has made communication with both our team and customers much more professional and dependable.

What truly sets this service apart with Marne Elk Horn is the customer service. The support team is responsive, knowledgeable, and genuinely helpful whenever we have questions or need assistance. It's reassuring to know we have a provider that values our business and is there when we need them.

Overall, fiber has boosted productivity, improved communication, and provided peace of mind. We highly recommend it to any business looking to upgrade its connectivity.

**Nikki C**  
C&A Scales - Underwood

[www.metc.net](http://www.metc.net)  
712.784.2211

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



## MEMBERSHIP TESTIMONIAL



Avoca Iowa  
456 S Oak St  
(402) 672-0869

Rustic Door Boutique officially opened its doors on April 18, bringing a fresh and inviting shopping experience to Avoca. This charming gift boutique features a thoughtfully curated mix of home décor, unique gifts, and handcrafted items, including custom scents and candles .

“ Thank you Stacie and WIDA for the coverage today!! You are such a sweet person and truly care about the small busiensses in SW Iowa. ”

With a focus on cozy, rustic style and one-of-a-kind finds, Rustic Door Boutique adds a special touch to the local shopping scene and is already becoming a must-visit stop for both residents and visitors.



**ELEVATE YOUR EVENT**  
Let's Bring More Visitors to Rural Communities  
Submit to [WidaIowa.org](http://WidaIowa.org)

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



**Treynor IA**

**Tuesday** Treynor Community Center Green Space  
5:30pm - 7:30pm  
June 2 - August 18th

**Wednesday Avoca, IA**  
N 200 Block of Elm Street  
5:00pm - 7:00pm  
June -August

**Friday Walnut, IA**  
600 Block of Highland St  
June 12, July 10,  
September 18,

**Saturday** August 22 (sauerkraut days)  
October 10 (Fall Festival)



UPCOMING EVENTS



**Charlie Lou's**  
EST. 2025

# Spring Sips

**TASTY SPRING DRINKS!**

**LATTES**

- Spring Snuggle** - toasted marshmallow + white mocha
- Coconut Cloud 9** - salted caramel, toasted marshmallow + coconut
- Bloomin' Nutty** - pistachio + white mocha with caramel drizzle & pistachio cold foam
- Pretty in Pink** - strawberry, cupcake + vanilla with strawberry cold foam

**ENERGY REFRESHERS**  
(Red Bull, Sprite, Club Soda, or Lemonade)

- Berry in Bloom** - dragon fruit, huckleberry, white lotus + super cream
- Blue Skies** - blueberry + super cream
- Sweet Lies** - desert pear, white lotus + super cream

114 3rd Street • Neola, IA

*Unique Boutique Iowa Presents*

weekend flower market

# MOTHER'S DAY

shopubiowa.com

9th may / 9am-4pm

10th may / 10am-4pm

Mother's Day Flower Bar  
Celebrate Mom or you with something extra special this weekend!  
Build your own bouquet—mix, match, and create something totally your style  
Short on time? Pre-order a ready-made bouquet and we'll have it waiting!  
Pre-pay now & save \$5



101 4th Street ~ Neola, IA

**TOGETHER we are NAMI Walks Southwest Iowa**

Join Us! 2026

MENTAL HEALTH for all

Register Now!

Wednesday, May 27, 2026 - 6:30PM  
Page County Courthouse Lawn  
Clarinda, IA  
namiwalks.org/southwestiowa





**Meet with the best and skip the stress!**

Phone calls, emails and online research can only tell you half of the story. That's why it's important to meet with your potential wedding vendors in person.

This is your opportunity to meet with several vendors to compare styles, options and pricing all in one place. Our wedding experts will help you as you begin (or finish) planning your wedding whatever phase you're in.

**Sunday May 3**

2026 from 1 - 4 PM.

info@willowcreekglasschapel.com

4066 325th St, Shelby, IA 51570, USA

Let us know you're coming!



**Participating Vendors**

Here was our lineup for 2025.  
Updated vendors for 2026 coming soon!

**Musicians & Entertainment**

[Complete Weddings + Events](#)  
[Ackerman Events](#)  
Premier Party Rentals

**Catering**

[Main Street](#)  
[Celebrate Catering](#)  
Elegant Edge Events

**Photographers**

Matt Longcrier Photography  
[Katie Sharpe Images](#)

**Flowers + Decor**

Willow Creek

**Beauty**

Halie Nelson Esthetics & Professional Makeup  
Bronze & Boujee

**Transportation**

[Premier Party Buses](#)

**Officiants**

I Tie the Knots Weddings

**Desserts**

The Cake Rendezvous

**Attire**

Wild Daisy Bridal


**Miscellaneous**

Hannah Grace Art

Interested in participating as a vendor?  
Fill out the vendor application



**SAVE THE DATES**  
**2026**



JOURNEY THROUGH HISTORY AND EXPERIENCE THE ELEGANCE, ARTISTRY, AND CRAFTSMANSHIP OF THE ANTIQUE SHOPS IN DOWNTOWN WALNUT, IOWA.

**WALNUT, IOWA**

EXIT 46 RIGHT OFF I-80

[WWW.SHOPWALNUTIOWA.COM](http://WWW.SHOPWALNUTIOWA.COM)

**JUNK IN THE TRUNK**  
SATURDAY, MAY 9 - 8-12  
SATURDAY, JUNE 13 - 8-12  
SATURDAY, JULY 11 - 8-12  
SATURDAY, AUGUST 8 - 8-12  
SATURDAY, SEPTEMBER 12 - 8-12  
FOR MORE INFO CALL - RON 952-292-5896

**WALNUT FARMERS MARKET**  
FRIDAY, JUNE 12 - 4-6PM  
FRIDAY, JULY 10 - 4-6PM  
SATURDAY, AUGUST 22 - 9AM-12PM  
FRIDAY, SEPTEMBER 18 - 4-6PM  
SATURDAY, OCTOBER - 9AM-12PM  
FACEBOOK - WALNUT FARMERS MARKET

**WALNUT ANTIQUE WALK**  
FATHER'S DAY WEEKEND  
FRIDAY, JUNE 19 - 8-5  
SATURDAY, JUNE 20 - 8-5  
SUNDAY, JUNE 21 - 8-4  
[WWW.WALNUTANTIQUESHOW.COM](http://WWW.WALNUTANTIQUESHOW.COM)

**WALNUT SAUERKRAUT DAY**  
SATURDAY, AUGUST 22 - ALL DAY  
FOR MORE INFO CALL BRETT - 641-891-9873

**WALNUT ANTIQUE FALL FEST**  
SATURDAY, OCTOBER 10 - 8-5  
SUNDAY, OCTOBER 11 - 8-3  
FOR MORE INFO CALL - RON 952-292-5896

**WALNUT CHRISTMAS WALK**  
FRIDAY, NOVEMBER 27 - 9-4  
SATURDAY, NOVEMBER 28 - 9-4  
FOR MORE INFO CALL - RON 952-292-5896

**Corgi & Wiener Dog RACES!**

FAST PAWS! BIG FUN!  
BIG BARKS! BIGGER CHEERS!

LET THE TAILS WIN!

Prizes for Best Costume!

**MAY 30TH @ 5:30**

**CARSON PARK** ON THE SOUTH END!

REGISTRATION AT 4:30

**\$10 A CONTESTANT**

Pack a Cooler & Bring Your Lawn Chairs!

PROCEEDS TO CARSON DOG PARK

Questions & pre-registration:  
[cityofcarsonparkboard@gmail.com](mailto:cityofcarsonparkboard@gmail.com)

We're bringing the **BARKSIDE COMMENTARY CREW!**

PLAY-BY-PAW!  
TAIL-BY-TAIL!  
ALL THE WOOF!

**Carson Jubilee**  
SATURDAY, MAY 30<sup>th</sup>

**CAR SHOW ON BROADWAY**  
NOON - 3PM \*\*\*

**KIDS GAMES & ACTIVITIES 3PM - 6PM**  
\* Smash Car \* Dunk Tank  
\* Corgi & Wiener Races  
\* Three Legged Race and Many More!

**DINNER & LIVE MUSIC 6 - 8PM**  
\*\* BY HOWLING HARMONIES \*\*

**\$15.00 ENTRY FEE PER VEHICLE**

**CARSON, IOWA**  
[cityofcarsonparkboard@gmail.com](mailto:cityofcarsonparkboard@gmail.com)

**Beer Gardens!** **Street Dance!** **Fireworks!**

# SAUERKRAUT DAY

**SAVE THE DATE**

## SATURDAY, AUGUST 22

**Farmers Market!** **Dinner!** **Fireman's Breakfast!**

**Games!** **And Much More!**

**SHELBY'S 2026 4<sup>TH</sup> OF JULY CELEBRATION**

# AMERICA ON FIRE

**ALL DAY**  
 SILENT AUCTION @ DEPOT  
 CLOTHING SALE: T-SHIRTS, HOODIES, ¼ ZIPS  
 RAFFLE ITEMS: 1. ½ BEEF W/ ½ OFF PROCESSING  
 2. WHOLE HOG W/ ½ OFF PROCESSING

**9 AM**  
 SLOW PITCH SOFTBALL TOURNEY BEGINS  
 PICKLEBALL TOURNEY BEGINS

**11 AM - 4 PM @ PARK**  
 HAY WAGON RIDES  
 KIDS BOUNCE HOUSES  
 (1 PM) OLD FASHIONED PENNY SCRAMBLE  
*Sponsored By @scsb*

**3 PM @ MAIN STREET**  
 FIRE DEPARTMENT WATER FIGHTS

**8 PM @ BALL DIAMONDS**  
 OUTDOOR CONCERT FEATURING THE BULLDOGS  
 RAFFLE WINNERS ANNOUNCED

**FIREWORKS @ DUSK**  
*By Dan Gerwin*

**Pottawattamie County**  
 Find Your Fire

**TWEETS**  
 COFFEE,  
 EATS  
 &  
 TREATS

**TWEETS**

14 W Main St, Treynor

Ice cream is back for the summer starting on the last day of school, May 28. Enjoy affogatos, floats, and delicious creations loaded with toppings. Be sure to mark your calendar for June 5 as we celebrate our first anniversary. More details coming soon for a fun day of celebrating.  
[www.tweetstreynor.square.site](http://www.tweetstreynor.square.site)

# SPRING PICNIC

**APRIL SHOWERS**  
 Sprite + Blue Razz + Vanilla Cold Foam  
 Add Lotus!

**MAY FLOWERS**  
 Blackberry + Vanilla Latte

**CRACK THE EGG TWEETER**  
 Caramel + Vanilla Tweeter in a Chocolate Cup

**CARROT CAKE CHAI**  
 Butter Pecan + Choice of Chai + Cheesecake Cold Foam

**BUNNY TRACKS**  
 Mocha + Vanilla + Peanut Butter



# mothers day

\$50 bundle

1 drink ticket to Brewed Awakening

Cupcake (wedding cake or brownie sundae) from Frosting, Inc.

Flower arrangement from Avoca Flower Shop

Bundle orders due May 3rd



\$100 bundle

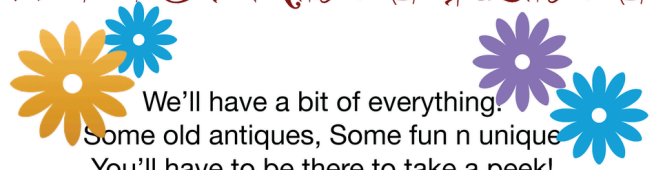
3 drink tickets to Brewed Awakening

Cheesecake (lemon or caramel toffee crunch) from Frosting, Inc.

Flower arrangement from Avoca Flower Shop

Contact Avoca Flower Shop at 712-307-6100 to order

# Walnut SPRING FLING



We'll have a bit of everything.  
Some old antiques, Some fun n unique  
You'll have to be there to take a peek!

There will be hot chocolate, s'mores  
Wine and more!

It's gonna be great, so save the date  
Saturday! May 2nd.

9am-2pm  
WALNUT, IOWA

**VENDORS INCLUDE...**

- SOLDIER CREEK WINERY
  - I-80 MEDAL ENTERPRISES
  - ROBBYS HOBBY
  - TWISTED THREADS
  - CRYSTALS WITHKARE
- And more

If you would like more information, call Karol 712 784-3187

Sponsored by A Bit of IOWA Cafe and Bear Trap, Highland St., Walnut, Iowa

FROSTING, INC.  
AND  
AVOCA FLOWER SHOP

## May Day

**FRIDAY, MAY 1**  
4-7pm  
602 Highland St., Walnut

APRIL SHOWERS BRING MAY FLOWERS!

JOIN US FOR A FUN-FILLED MAY DAY. MORGAN WILL BE HERE WITH AN ASSORTMENT OF FLOWERS. PLUS A VARIETY OF SWEET TREATS TO CHOOSE FROM.

## 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): [widaiowa.org](http://widaiowa.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



## 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*

## Don't Hand Over the Wheel: What to Watch for When Hiring Outside Help

Sue Pitts | Just Sue Creative

Outsourcing is one of the smartest moves a small business owner can make. It can save time, reduce stress, and help your business move forward faster.

But here's what often gets missed:

*Outsourcing should never mean giving up understanding.*

Too often, the mindset becomes

"I don't know how this works, so I'll just let them handle it." That's where problems start.

### Outsourcing Is About Time, Not Blind Trust

A simple way to think about it:

*Outsourcing is about 80% time savings and 20% expertise.*

You're not hiring someone so

you don't have to think about it at all. You're hiring them so you don't have to do all of it yourself. You still own the decisions, the direction, and the outcomes.

### Why This Matters

When you don't understand the basics:

- It's harder to tell if something is working
- You may agree to services you don't need
- You're more vulnerable to overpromising or underdelivering

This often shows up as vague explanations, unnecessary complexity, or big promises without clear details.

### What to Watch For

No matter who you're hiring, watch for:

- "Don't worry about it" answers
- Overly complex explanations that avoid your questions
- Big promises without explaining how results happen

- Pressure to sign quickly
- A good partner should make things clearer, not more confusing.

### A Better Approach

You don't need to be an expert, but you do need a basic understanding.

At a minimum, you should know:

- What is being done
- Why it matters
- What success looks like

Before you outsource:

- Ask for a simple explanation
- Understand how results will

be measured

- Know what they handle vs. what you still own

### The Bottom Line

The best partnerships happen when you bring knowledge of your business and they bring specialized skills.

Outsourcing should give you back time and clarity, not take control away from you.

**You don't need to do the work yourself.**

**But you should always understand the direction.**



www.JustSueCreative.com



## 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

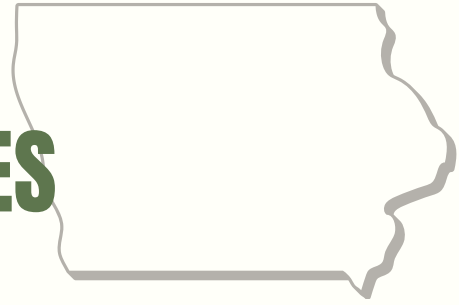
- **Bronze + Silver Elements Plus**
- WIDA town landing page sponsor
- Event organizational checklists
- Tourism venues listed on Travellowa.com
- Front page welcome in WIDA's e-newsletter
- Marketing materials upon request
- Grant review and proofreading upon request



LIVE • WORK • EXPLORE • THRIVE



# POTTAWATTAMIE COUNTY RESOURCES



## ELECTED OFFICIALS

### >>> CARSON

**Mayor**

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



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.

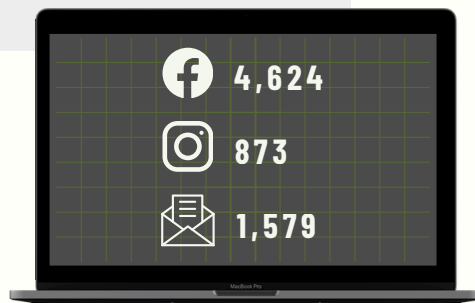
Send your business news by the 20th of every month to: [WesternIowaDevelopment@outlook.com](mailto:WesternIowaDevelopment@outlook.com) to be included in the newsletter. For more information, you can also call us at (712) 406-6234.

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!

