



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 HTS Ag Business Spotlight
- 4-5 Neola: Celebrating America at 250
- 8 Back Roads Business Connectors
- 11-12 Hoo Doo Days Celebrates 80 Years
- 14 Absolute Dance Academy
- 15 Sauerkraut Days
- 16 Walnut Fall Festival & Mercantile Market
- 17 REV Pitch Competition



Ongoing training keeps the HTS Ag team current on the latest technology.

Growing Innovation from Neola HTS AG

HTS Ag has spent the last three decades helping shape the way modern farmers use technology, quietly building a reputation as a trusted partner in precision agriculture across Iowa and beyond. Known formally as High-Tech Solutions for Agriculture, the company was founded in 1995—well before precision agriculture became a standard part of farming operations. In its early years, operating under the name Western Iowa GPS, the business focused on emerging tools like aerial imagery, yield monitoring, and soil testing, placing it firmly on the leading edge of a technological shift that many in agriculture had yet to fully embrace.

From those modest beginnings, HTS Ag has grown alongside the industry it helped pioneer. Today, headquartered in Neola, Iowa, the company serves producers throughout the region with a team of dedicated specialists committed to improving efficiency, profitability, and sustainability on the farm.

The company's longevity is a testament not only to its technical expertise, but also to its ability to adapt as technology—and the needs of farmers—continue to evolve. At the heart of HTS Ag's philosophy is a simple but powerful belief: no two farms are exactly alike. Rather than pushing a single product line or standardized system, the company takes a highly customized approach to every customer relationship. Farmers are encouraged to define their own goals and challenges, and HTS Ag responds by designing solutions tailored specifically to those needs. This approach has proven especially effective in an industry where variables like soil type, crop selection, equipment, and management style can differ dramatically from one operation to the next.

(Continued on Page 3)

HTS Ag





(HTS Ag Continued from Page 2)

To support this level of customization, HTS Ag offers a range of precision agriculture technologies. This includes GPS guidance and auto-steering systems, planting and application control, yield monitoring, grain management solutions, and advanced farm data analysis. These tools help producers operate more precisely, reduce waste, and make informed decisions throughout the season. The company is recognized as one of Ag Leader's top Blue Delta dealers and partners with technology providers including OPI Systems, Pix4D, Autel Robotics, and others to ensure access to best-in-class solutions.

While technology is central to what they do, HTS Ag places equal emphasis on helping farmers understand and apply the data these tools generate. Their role extends well beyond installation; they provide consulting, training, and ongoing support to ensure that customers see a meaningful return on their investment. By helping growers interpret agronomic data and translate it into actionable decisions, HTS Ag empowers them to lower input costs, improve yields, and strengthen long-term sustainability. This focus on data-driven decision-making reflects a broader shift in agriculture, where information is just as valuable as equipment.

Innovation at HTS Ag also reaches beyond traditional farming applications. The company's expertise in unmanned aerial systems has opened doors into industries such as public safety, construction, and real estate. This expansion not only demonstrates the versatility of their technical capabilities, but also reinforces their position as a forward-thinking organization ready to adapt to new opportunities.



Despite its growth and expanding scope, HTS Ag remains rooted in its local community. The company's move into a remodeled office in Neola creates more space for collaboration, customer meetings, and educational workshops that help farmers stay informed and connected.

Community engagement is central to the business. By working with producers, local organizations, and partners throughout Pottawattamie County and beyond, HTS Ag has built relationships that extend beyond the field. Its involvement with WIDA has strengthened these ties through networking, collaboration, and shared growth within the rural business community.

HTS Ag continues to focus on what it has done best since 1995: helping farmers do more with less. Its goal is to reduce input costs while increasing profitability, an objective that resonates in today's agricultural economy. Through innovation, education, and personalized service, the company is helping support the next generation of farming.

HTS Ag's story is one of steady progress, driven by a willingness to embrace change while staying grounded in the needs of those it serves. As agriculture evolves, the company remains a dependable partner for producers and an example of how thoughtfully applied technology can make a lasting difference.



Supporting HTS Ag and other local businesses creates jobs, strengthens communities and keeps dollars close to home. Help by spreading the word, sharing updates and recommending local products, services and expertise.





CELEBRATING

250 years as a community



As the United States celebrates 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.

Neola, Iowa

Named after Neola Township, Neola is said to mean "Place of Lookout"

Early Years

Aside from homes, Neola's first buildings reflected the needs of a new railroad community. The town's first structure was a general store built by D. Little, who also lived in the building.

Other early businesses soon followed:

- J. W. Norris opened a blacksmith shop.
- A man named Kuhl made and repaired harnesses.
- The Neola House served as a hotel for railroad patrons and was among the town's earliest buildings.

Despite this early growth, Neola did not have its first saloon until 1870.

Grain, Coal, and Lumber

Grain shipping and sales became the driving force behind Neola's early prosperity. The fertile surrounding countryside supported a strong agricultural trade, and in 1878 C. D. Dillen built a grain elevator capable of handling 10,000 bushels per day.

A man named Hamilton soon built another large elevator, which remained nearly as busy. Dillen later expanded into the coal and lumber markets. Both ventures proved highly profitable for him and for the town, encouraging new additions to be planned.

Neola's story is one of growth rooted in agriculture, strengthened by the railroad, and sustained by generations of community pride.

Business Growth and Community Life

By 1880, Neola's business district included dozens of specialty shops and providers of goods and services. That year, the town had:

- Seven general stores
- Three drug stores
- Three hardware stores
- Two clothing shops
- Five doctors
- Three attorneys
- Two insurance agents

Neola also supported a newspaper, a bank, a stock buyer, and tradespeople such as carpenters, milliners, and butchers. A second hotel was also operating by this time.

Until 1882, all railroad traffic came through the Chicago, Rock Island, and Pacific Railroad. That year, the Chicago, Milwaukee, and St. Paul Railway laid tracks through Neola, making the town a profitable railroad junction. This expansion boosted business and helped recreational, fraternal, and religious organizations thrive.

In its early years, Neola had a sophisticated opera house used for both education and entertainment, as well as a park. Religious services were available at Catholic and Presbyterian churches, and local lodges included the Odd Fellows Lodge and the Iowa Legion of Honor.

(Continued on Page 5)



Neola, Iowa



Named after Neola Township, Neola is said to mean “Place of Lookout”

Education

The first school in Neola opened in 1881 as a subdistrict of the township school system. Neola Township had six school subdistricts, each with one school. At that time, male teachers were paid \$34.16 per month, while female teachers earned \$33.75. In 1881, enrollment totaled 319 students.

Today, students from Neola attend Tri-Center Schools along with pupils from Minden and Persia.

Phoenix Movie Theater

Opened in 1913, the Phoenix Movie Theater in Neola is one of Iowa's oldest surviving theaters. Before the theater was built, the opera house had been used to show films until it burned in 1912.

When the Phoenix rose from the ashes, the Neola Gazette Reporter described it as roomy, modern, and “fireproof.” Today, the theater shows current films and can also be rented for private parties.

Neola Today

Today, some businesses operate in buildings that date to around the turn of the 20th century. With a population of about 1,000, Neola is home to more than 30 businesses, an impressive number for a small town.

Neola continues to grow. The second phase of the Meyerring Hill development is nearly full, and infrastructure work for the third phase, which covers 37 acres, is scheduled to begin in 2027.

Hoo Doo Days

Neola's annual Hoo Doo Days celebration will mark its 80th year from September 5–7, 2026. Fittingly, this year's theme is “Back to Our Roots.”

Hoo Doo Days has long been a cherished City of Neola tradition, bringing the community together to honor the past and give back. Its mission is to unite Neola through celebration, support local causes, and help keep the town thriving.



LIVE • WORK • EXPLORE • THRIVE



RURAL PASSPORT



Wander
Wander
Wander

Often.
Wide.
Western Iowa.



May 22nd - September 7th, 2026

Keep Wandering with the Western Iowa Rural Passport

Running through September 7, the program invites residents and visitors to explore the small businesses, scenic routes and unique experiences that make Western Iowa special.

Pick up a passport at any participating business, then collect stamps as you visit local shops, restaurants, attractions and service providers throughout the region. Plan a day around one community or create your own route across Western Iowa. Travelers can also explore Discovery Points, including regional trails, county parks, scenic byways and farmers markets.

Passports with 1 to 10 stamps qualify for the Sightseer Prize Drawing, 11 to 20 stamps qualify for the Explorer Prize Drawing and 21 or more stamps qualify for the Wanderer Grand Prize Drawing.

The program is open to adults age 18 and older, with one passport allowed per family. Return your passport to any participating business by September 14. Every passport returned with at least one stamp will be entered into a prize drawing.

[View participating locations and program details.](#)

Neola continued

- **Sideline Sports and Tees** | 303 Front Street | 712.322.8833
- **The Blue Cow Market** | 209 Front Street | 712.485.2181
- **The Buck Snort Restaurant** | 113 4th Street | 712.485.9090
- **Unique Boutique Iowa** | 101 4th Street | 712.485.4446

Oakland

- **Blossom's** | 512 S Dr. VanZee Road | 712.482.6220
- **Dairy Queen Oakland** | 309 S Hwy Street | 712.482.6816
- **EL SOL Family Mexican Restaurant** | 129 Harrison Street | 712.482.3288
- **La Olla del Sabor** | 301 Pullen Avenue | 712.482.6980
- **Paws & Pasture, Inc.** | 125 Harrison Street | 712.482.3171
- **Pour Choices Pub & Grub** | 501 N Hwy Street | 712.492.9964
- **The Buck Snort Restaurant** | 310 Dr. VanZee Road | 712.485.9090

Treynor

- **Jarvis Quality Meats LLC** | 3 N Eyberg Street | 712.217.6818
- **Jen & June Boutique** | 4 N Eyberg Street | 402.871.8084
- **Treynor Recreation Area & Clubhouse** | 208 Buck Street | 712.318.6216
- **Treynor Recreation Area** | 208 Buck Street | 712.318.6216
- **Tweets** | 14 W Main Street | 712.487.2007

Underwood

- **Bark Haven** | 401 Railroad Hwy Street | 402.676.2290
- **Outskirts** | 131 3rd Street, Unit B | 402.917.7591

Walnut

- **A Bit of Iowa** | 607 Highland Street | 712.784.3187
- **B Restored** | 601 Jones Street | 712.249.7503
- **Frosting, Inc.** | 602 Highland Street | 712.249.5942
- **Kelly Reed Antiques** | 309 Antique City Drive | 712.307.0165
- **The Backfield Bar & Grill** | 2117 Antique City Drive | 712.784.2700
- **The Bear Trap** | 608 Highland Street | 712.784.3778
- **The Picker's Nest** | 229 Antique City Drive | 515.729.2838

FOOD RETAIL SERVICE EXPERIENCE

Business Directory

Avoca

- **Avoca Golf Course** | 1701 N Willow Street | 712.343.6979
- **Avoca Flower Shop** | 180 S Elm Street | 712.307.6100
- **Brewed Awakening** | 158 S Elm Street | 712.307.6612
- **House of Colour Southwest Iowa** | Avoca, IA | 402.681.0806
- **Raddberry's Bakery & Cafe** | 178 S Elm Street | 712.307.6690
- **Ray's DogHouse** | 45503 Highway 83 | 920.428.4187
- **Rustic Door Boutique** | 456 S Oak Street | 402.672.0869
- **The Flour Mill** | 1701 N Willow Street | 712.343.6979

Carson

- **Dreamland Theatre** | 107 Broadway Street | 712.484.2281
- **Judge Richard Distillery** | 121 Broadway Street | 402.651.6880
- **Private Pile's Antiques, Vintage Treasures, & More** | 106 Highway Street | 402.890.0342
- **The Bar'N and Grill** | 106 Broadway Street | 712.310.3103

Carter Lake

- **Sweet Sinnamon Swirls** | 402.889.6040

Harlan

- **Milk & Honey** | 915 7th Street | 712.235.6455
- **Sunny Seven Local Market** | 1020 5th Street | 712.326.4672
- **The Buck Snort Restaurant** | 3002 23rd Street | 712.485.9090

Macedonia

- **The Back Forty** | 317 Main Street | 712.486.2687

McClelland

- **Dew Drop Inn** | 109 Main Street | 712.566.9360

Minden

- **Minden Bowl** | 209 Broadway Street | 712.483.2937

Neola

- **Charlie Lou's Coffee House** | 114 3rd Street | 712.242.8446
- **Penny's Visions Art Gallery** | 510 Front Street | 712.485.2618
- **Quail Run Golf Course** | 29512 285th Street | 712.485.2266



LIVE • WORK • EXPLORE • THRIVE

CONNECT WITH US



WIDA.IOWA.ORG

Perseids Night Sky Event

Experience the annual Perseid Meteor Shower away from city lights on Friday, August 14, from 8 to 11:30 p.m. at Crescent Hill at Hitchcock. Bring lawn chairs, blankets, binoculars or telescopes and enjoy views from the ski hill and park trails. The Omaha Astronomical Society will provide telescopes for closer views of the night sky. The event is open to all ages and is free with a \$5 per vehicle park entry fee or Conservation Foundation membership. Vehicles must enter by 10 p.m. Weather may affect viewing, so check for updates before attending.

[View event details.](#)



Halloween Witchy Woods Walk

Explore the seasonal folklore of the Loess Hills during the 7th Annual Halloween Witchy Woods Walk with Dustin Clayton. Held Saturday, October 24, from 2 to 4 p.m. at Hitchcock Nature Center, the guided hike examines the plant, animal and mineral communities of the forest and prairie and their connections to Halloween traditions. The program takes place primarily outdoors and includes walking on uneven, hilly dirt trails. It is open to ages 16 and older, and the cost is \$10 per person. Advance registration is required, and walk-ins cannot be accommodated.

[Learn more and register.](#)

Go Wild For Conservation

Pottawattamie Conservation Foundation Annual Fundraiser

Gateway to the Outdoors

Tickets & Sponsorships Available Now
Thursday, September 10th | 5:30 p.m.
The Landing in Council Bluffs

Support local conservation and environmental education at a special evening benefiting the Pottawattamie Conservation Foundation and the Gary & Beth Matters Environmental Education Scholarship Fund. The event features dinner by Block 16, local beer and wine tastings, silent and live auctions, and a wine and spirit pull. Proceeds support county park improvements, land management projects, educational programming and free field trips for Pottawattamie County schools. Tickets are \$75. Call 712-328-5638 to register.



Recorder's Office Traveling Hours

The Pottawattamie County Recorder's Office is bringing services directly to area communities. Residents can receive help with passports, boat and ATV renewals, deeds, marriage applications, Property Fraud Alert enrollment and more.

- August 11: Carter Lake Community Center, 4-7 p.m.
- September 15: Treynor Community Center, 4-7:30 p.m.
- October 13: UMBA Hall, 4-7:30 p.m.

[View the full schedule](#)





SEPTEMBER
23

**Quarterly
Networking
Series**



SCAN TO PAY



Hosted By:



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:
FROSTING INC. WALNUT IOWA
602 Highland St; Walnut, IA
Beverage, Light Appetizers

HOLIDAY WORKSHOP
Date: Wednesday, September 23
Time: 5:00–6:30PM

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 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 September in Walnut Iowa at Frosting, Inc. Frosting, Inc is a small business that is doing big things for our small communities.

Past events have been hosted at HTS, Ag, 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.



Hitchcock House News

HITCHCOCK HOUSE ADVISORY BOARD

Join Us for a

DAY OF SERVICE

in honor of the
NATIONAL 9/11 DAY OF SERVICE AND REMEMBRANCE

Honoring the Past. Serving Our Community. Building a Better Future.



9/11 DAY OF SERVICE AND REMEMBRANCE

SUNDAY, SEPTEMBER 20, 2026
12:30 – 4:00 P.M.

REVEREND GEORGE B. HITCHCOCK HOUSE
63788 567th Lane, Lewis, IA 51544

HELP PRESERVE HISTORY AND SERVE OUR COMMUNITY!

Volunteers of all ages are invited to help care for the historic Reverend George B. Hitchcock House during our Day of Service. Your time and talents will help us prepare the site for winter and keep this important landmark beautiful for future generations.

OUR GOAL: 50 VOLUNTEERS

Reaching this goal will help the Hitchcock House receive a **\$1,000 GRANT** to support future improvements to the site!

PROJECTS WILL INCLUDE:

- Cleaning up the grounds
- Pulling weeds and freshening flower beds
- Light landscaping
- General fall cleanup to help prepare the historic site for winter

LUNCH PROVIDED FOR ALL VOLUNTEERS!

Whether you can stay for the whole afternoon or just an hour or two, your help makes a lasting impact.

PART OF A COUNTYWIDE DAY OF SERVICE INITIATIVE

Coordinated through Volunteer Iowa, AmeriCorps, and Healthy Cass to honor the spirit of service inspired by September 11.

WE NEED YOU!

Let's come together to honor the heroes of September 11 by caring for our community and preserving Iowa history.

QUESTIONS?
Contact the Hitchcock House Advisory Board
712-769-2323
hitchcockhouse1@gmail.com
www.hitchcockhouse.org

Together, we can honor the past by serving our community today.

★ Thank you for helping us preserve an important piece of Iowa history. ★

CHRISTMAS IN AUGUST

MUSIC ON THE LAWN

Featuring Sweet Harmony



HITCHCOCK HOUSE
63788 567th Lane
Lewis, IA 51544
Saturday, August 29th
3:30 PM

Start Planning Now for a Stronger Holiday Season



The next BackRoads Business Connector will feature a holiday discussion designed to help rural businesses and organizations prepare for the season. It will also be an opportunity to exchange ideas and explore ways to collaborate with other local businesses.

Before attending, consider:

- What worked well last holiday season?
- Are there promotions, events, seasonal offerings, or client appreciation ideas you would like to try?
- Will you need to adjust your hours, staffing, inventory, ordering, or year-end schedules?
- How and when will you communicate holiday information to customers, clients, donors, or members?
- Could you partner with another business on an event, package, promotion, giveaway, or community project?

- Would gift certificates, holiday packages, client gifts, donation campaigns, or appreciation events work for you?
- What is one holiday challenge or idea you would like to discuss?

Whether you serve shoppers, diners, clients, members, or donors, the holidays offer opportunities to strengthen relationships and support your community. Come ready to share ideas, make connections, and begin creating a holiday plan that fits your organization.

Treynor's Farmers Market

Treynor's Farmers Market is still going strong! Tuesdays 5:30-7:30 pm through August 18th. Don't miss out on some great summer fun! Located at Treynor Community Center. (Vendors vary each week)



Fall Treynor Farmers Market

Sunday, September 27th
10 am - 1 pm
Treynor Community Center

GREENSPACE JAM
LIVE MUSIC TREYNOR, IA

PRESENTED BY
treynor's tomorrow
PLANNING FOR THE GENERATIONS OF TOMORROW

POWERED BY
COMMUNITY FOUNDATION FOR WESTERN IOWA

2026 SUMMER CONCERT SERIES
08.13 • 7 - 9 P.M.

Live Music Food & Fun
7 E Main Street
Treynor, IA 51575

WESTERN SKY
WESTERN SKY IS ONE OF THE MIDWEST'S PREMIER COUNTRY BANDS, PERFORMING THE BIGGEST COUNTRY HITS FROM THE '80S THROUGH TODAY WITH STRONG MALE AND FEMALE VOCALS, THREE-PART HARMONIES, EXCEPTIONAL MUSICIANSHIP AND A HIGH-ENERGY STAGE PRESENCE, WESTERN SKY KEEPS GROWING, SINGING, DANCING AND COMING BACK FOR MORE.

WESTERN SKY
COUNTRY MUSIC FROM OHIO, MISSOURI

TS Bank
IGNITE PROSPERITY

City of Treynor IOWA

Fun family friendly event, bring a lawn chair or blanket

JARVIS QUALITY MEATS &
TS BANK PRESENT

FIRST FRIDAY FOOD TRUCKS



First Friday of every month from 11am-1pm

TWEETS

14 W Main St, Treynor

Tweets is continuing its Treat Your Teach Tuesday tradition, giving local families and businesses an easy way to sponsor drinks or treats for teachers. Contact Tweets to learn more.

Tweets also offers room rentals for 15-20 guests during business hours or 40-50 guests after hours. Catering options include baked goods, sandwiches, breakfast casseroles, custom Lilypops, coffee bars and more.
www.tweetstreynor.square.site



Back to Our Roots: Hoo Doo Days Celebrates 80 Years September 5 - 7, 2026

For 80 years, Hoo Doo Days has brought Neola together for a Labor Day weekend filled with fun, tradition, and community pride. This year's celebration promises to be one of the biggest yet as Hoo Doo goes "Back to Our Roots."

Weekend Highlights

- Carnival by Fun Services of Omaha
- Parade and car show
- BBQ competition
- Vendor market
- Sand volleyball tournament
- Family activities and live music
- Free street dance featuring Simplicated on Sunday from 8-11 p.m.

Come hungry for wine slushies, mini donuts, Italian food, BBQ, Thai food, funnel cakes, shaved ice, tacos, and more. The BBQ competition is seeking additional competitors, with a bigger prize this year. The free street dance is made possible by the Iowa West Foundation. See the accompanying schedule for the full weekend lineup.



Celebrating with a Purpose

Hoo Doo Days gives back through proceeds and community projects. For its 2026 community project, Hoo Doo plans to purchase and install an accessible tornado shelter for the senior apartments at Third and Front streets. The shelter will include zero-entry access, an ADA-compliant door, and seating for approximately 10 people.

In 2025, it donated \$8,250 to local organizations and supported the Phoenix Movie Theater and park court restoration.

Very few small towns can keep a tradition thriving for 80 years. Come celebrate this remarkable milestone, reconnect with friends and neighbors, and help carry Hoo Doo Days forward for generations to come.

See Full Schedule on next Page or go to the QR Code Below.



<https://hoodoo-neola.my.canva.site/hoo-doo-days-neola-ia>



HOO DOO DAYS

back to our roots

Labor Day Weekend

SATURDAY SEPTEMBER 5

10:00
AM



BIKE RIDE

Front Street

Sponsored By:

Blue Moon & Beauty Operators

9AM Registration at Blue Moon - \$10 Entry
Ride Starts in Neola, IA

3:00
-
6:00
PM



BBQ COMPETITION

4th Street

Sponsored By: Farm Bureau

Music By: Perfectly Off



VENDOR MARKET

4th Street

DUSK



FAMILY MOVIE NIGHT

Neola City Park

Food Vendor: Twisted Hitch

SHOWING: *The Sandlot*

MONDAY FOOD VENDORS

- Charlie Lou's
- Ohana Ice
- Food Trough
- Pims Thai
- Sugar Mountain
- Hungry Spartan Pizza
- Los Tres Tacos
- Swine-O-Mite BBQ
- Lucky Wife Wine Slushies
- Buck Snort
- Streetside Foods

STOP BY BLUE COW MARKET IN NEOLA TO FIND ALL OF YOUR HOO DOO ITEMS:

- 50/50 RAFFLE TICKETS
- PIG BINGO TICKETS - (2 PIG OPTIONS)
- KOOZIES: \$5
- 2026 HOO DOO T-SHIRTS
 - S - XL: \$20
 - XXL & XXXL \$23

For more information, to become a sponsor, and to view maps for the weekend, please visit our website at:
<https://hoodoo-neola.my.canva.site/hoodoo-days-neola-ia>

SUNDAY SEPTEMBER 6

8:00
AM



HOO DOO RUN/WALK

Online Registration

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

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

8:00
AM
-
NOON



PANCAKE BREAKFAST

Hosted By: Neola Lions Club

NACC

Free Will Donation

9:00
AM



SAND VOLLEYBALL TOURNAMENT

Buck Snort & Neola Park

9:00
AM



SLOW PITCH SOFTBALL TOURNAMENT

Neola Park

2:00
PM



SCAVENGER HUNT

Neola Area Community Center
Available for Adults & Kids

5:00
-
7:30
PM



HOO DOO DINNER

Neola Fire Hall

Free Will Donation to Hoo Doo

7:00
-
11:00
PM



STREET DANCE

4th STREET

Gates Open at 7:00 PM

Band starts at 8:00 PM

BAND: *SIMPLICATED*

FREE ENTRY

THANKS TO A DONATION FROM
IOWA WEST FOUNDATION

MONDAY SEPTEMBER 7

11:00
AM



PARADE

Registration at 10:00 AM
Neola Ball Field

GRAND MARSHALL:

Gerry Gardner

12:00
PM



CAR SHOW

4th & Pearl Street

12:00
-
4:00
PM



CARNIVAL

3rd Street
Wristbands for purchase
\$25 for all attractions



CHUCK-A-LUCK

3rd Street - Beer Garden

12:00
-
7:00
PM



BEER GARDEN

3rd Street
4th Street - Buck Snort

12:00
-
7:00
PM



BAG TOURNAMENT

3rd Street by the Beer Garden

CUSTOM HOO DOO BOARDS TO BE AUCTIONED OFF

12:30
-
7:00
PM



LIVE MUSIC

3rd Street by the Beer Garden

MUSIC:
LOGAN CORBINO
SAM & BAILEY

2:00
PM



PIG BINGO

3rd Street
2 Pigs to be auctioned off

2:00
-
4:00
PM



BINGO

Neola Fire Station



Thank You Crescent, Iowa

Our fiber project throughout Crescent is substantially complete, and we're ready to begin taking service applications!

A Little About Us

Marne Elk Horn Communications has served rural Iowa communities since 1903, providing fiber-optic internet, Managed WiFi security features, phone and entertainment services. We're a shareholder company, which means customers can become shareholders and share in the growth of a stable, progressive company. Learn more at www.metc.net.

Thank You, Crescent

Thank you to Crescent residents, business owners and city leaders for your patience, cooperation and enthusiasm throughout this project. Construction of this scale takes time, and your understanding with our contractors and staff made all the difference.



We're Ready to Serve You

Explore service options and pricing at www.metc.net/crescent. Click the red Sign Up button to apply. A customer service representative will contact you to schedule your free installation. No contract is required.

Keep Your Phone Number

Already have phone service? We can port your existing number, so there's no need to change the number your family, friends or customers know. We also provide business VoIP phone service. Learn more about its convenience and flexibility at www.metc.net/voip.

Giving Back to Our Communities

Giving back to the communities we serve is part of who we are. We're proud to have partnered with Aureon to award a \$1,000 charity grant to the City of Crescent for its new Park Dedication Signage project. We look forward to seeing this hometown project come to life and supporting local nonprofit projects for years to come.

Questions?

For help understanding our services or applying, call 712.764.6161 or email metc@metc.net.



AUREON CHARITY GRANT AWARDED- +ADDITIONAL FUNDING FROM MARNE ELK HORN COMMUNICATIONS

Marne Elk Horn Communications along with Aureon are pleased to announce \$1000 was awarded to the City of Crescent for their Park Dedication Signage. We congratulate the City of Crescent and look forward to seeing this project come to life.



Marne Elk Horn COMMUNICATIONS
Powered by Fiber - Driven by Community



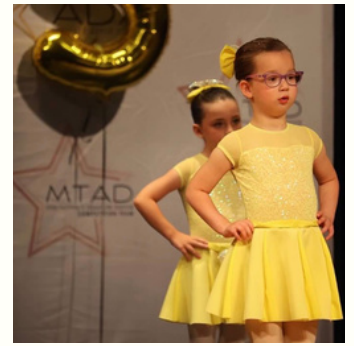
MEMBERSHIP SPOTLIGHT



Absolute Dance Academy

For generations, Absolute Dance Academy has been more than just a dance studio, it has been a place where children and families find confidence, friendships, and a lifelong love of dance.

Located in Neola, Iowa, Absolute Dance Academy is dedicated to providing high-quality dance education in a positive, encouraging environment where every dancer has the opportunity to grow. From a child's very first dance class to performing on the national stage, our mission has always remained the same: to help every student become the best version of themselves both inside and outside the studio. We proudly offer classes for dancers of all ages and experience levels, including preschool, recreational, and competitive programs.



While our nationally recognized competition team has celebrated success, we believe every dancer's journey is equally important. Whether a student dances once a week for fun or training for competition, each child is encouraged to develop confidence, discipline, teamwork, and a passion for the performing arts.

At ADA, we're proud to be more than a studio, we are a family. Our experienced instructors are committed to creating an atmosphere where dancers feel supported, challenged, and inspired. We celebrate every milestone, from a preschooler's first recital to graduating seniors taking their final bow, because every accomplishment matters.

Being part of the Southwest Iowa community is something we value deeply. We are grateful for the families who have trusted us with their children and for the opportunity to help young people grow through dance year after year.

As we begin another exciting season, Fall Registration for the 2026-2027 dance year is now open. We invite families throughout Southwest Iowa to discover everything Absolute Dance Academy has to offer. Whether your child dreams of performing on stage, making new friends, or simply trying something new, there's a place for them at ADA. We look forward to welcoming both new and returning families for another incredible year of dance. <https://absolutedanceacademy21.com/>

Absolute Dance Academy

FALL 2026 REGISTRATION NOW OPEN



Join the ADA Family This Fall!

Whether your dancer is stepping into the studio for the very first time or continuing their love of dance, Absolute Dance Academy offers a welcoming, encouraging environment where every dancer can grow. Our experienced instructors focus on building confidence, discipline, friendships, and a lifelong passion for dance while helping every student reach their full potential.

Fall classes begin September 8!

<https://absolutedanceacademy21.com/>



Absolute Dance Academy Celebrates National Success

Miss Tammy's Absolute Dance Academy proudly represented Neola at the 2026 Bravo! Nationals in Ames, earning four National Championship titles, numerous Platinum adjudications, scholarships, and top placements. "Rockin Rio," featuring the entire MTADA competition team, was named a National Champion.

The studio also received the Jerry Longe Spirit & Sportsmanship Award for its character, positivity, and teamwork. A graduating senior was also honored with a National Graduating Senior Scholarship. Learn more at absolutedanceacademy21.com or email adamarketing21@yahoo.com.



Sauerkraut Days is BACK in Walnut!

The City of Walnut is thrilled to invite you to Sauerkraut Days on August 22nd for a day packed with FREE family fun, delicious food, and unforgettable memories.

There's something for everyone to enjoy, including bounce houses, a classic car show, live entertainment, a street dance, activities, and so much more! Thanks to the incredible generosity of our sponsors, we'll also be serving a FREE community meal for everyone to enjoy.

Whether you're coming for the fun, the food, or to show off your favorite homemade sauerkraut recipe, this is an event you won't want to miss. Gather your family, invite your friends, and come celebrate everything that makes our community so special.

Come hungry, bring your best sauerkraut recipe, and join us for a day of laughter, community, and Sauerkraut Days fun! We can't wait to see you there!



BUSINESS & COMMUNITY NEWS

SCHEDULE OF EVENTS

SAUERKRAUT DAY

AUGUST 22, 2026

Time	Activities
7-10am	Fireman's Breakfast and Backpack Drive Show and Shine Scavenger Hunt Farmers Market, Coffeegirl, and Sauerkraut Merch Table Bounce Houses on Antique City Dr. Hansen House Trains Register for Bags Tournament Sauerkraut Contest Bags Tournament Dunk Tank and Jail Cell Foamery on Antique City Dr. Bingo at Peace Haven Hayrack Rides - Walnut Museum Open Bounce Houses at Fireman's Park Donkey Races Pinoak Horse Rides Dinner at The Legion Hall Beer Gardens opens Street Dance - Mighty Mayhem Fireworks
8am-5pm	
8am-5pm	
9am-12pm	
9am-5pm	
10am-230pm	
1030-11am	
11am-1pm	
1130am-3pm	
12-3pm	
12-4pm	
1-3pm	
1-4pm	
2-6pm	
3-5PM	
4-6pm	
5-7PM	
6PM	
7-11PM	
DUSK	

FREE ENTRY | ALL AGES WELCOME

Walnut, Iowa

Walnut Merchants
Present

JUNK IN THE TRUNK

SATURDAY, AUGUST 8
SATURDAY, SEPTEMBER 12
8AM - 12PM ANTIQUE CITY DRIVE - WALNUT, IOWA

Calling all junk enthusiasts! Join in downtown Walnut, Iowa. Load your junk in your trunk. Back into a space right on Main Street and let people shop from your trunk. Set up starts at 7 am. for more information call Ron - 952-292-5896





Walnut Antique Fall Festival

Step into the spirit of the season at our charming Fall Festival, where history, craftsmanship, and community come together! Stroll through streets lined with unique vendors offering antiques, vintage treasures, rustic stoneware, timeless furniture, primitives, and so much more.

In addition to the wide variety of visiting vendors, our beloved local shops and businesses will also be open, offering specials and seasonal delights just for the occasion.

Whether you're a collector, a decorator, or simply love the cozy charm of fall, there's something for everyone – delicious food, one-of-a-kind finds, and a welcoming small-town atmosphere you won't want to miss.

Shop, Celebrate and Support Local in Avoca

Rustic Door Boutique has a special event planned! .

Celebrate the third annual Mercantile Market on October 31 from 9 a.m.–3 p.m. at the Pottawattamie County Fairgrounds, 301 W. Lincoln Street. Enjoy vendors in both 4-H buildings and on the green space, live music by Corbin Corbino, food trucks, pony rides, pumpkin painting and more.



REV Applications Open for Small Business Pitch Competition

Local entrepreneurs and business owners with a current business or future business idea are encouraged to apply for REV 2026. The pitch competition gives small businesses an opportunity to share their plans, gain valuable exposure, and compete for a prize pool currently totaling \$11,500 and growing.

Up to five applicants will be selected to pitch their businesses before a panel of judges and a live audience on Thursday, November 5, at the Hoff Family Arts and Culture Center in Council Bluffs.

Since REV began in 2015, the program has awarded \$177,000 to help entrepreneurs launch ideas, purchase equipment, and grow their businesses.

Applications are due September 10, 2026. Learn more and apply at tsbank.com/rev.



Upcoming Events in Oakland, Iowa
Mark your calendars for two seasonal traditions in Oakland, Iowa!

Trunk or Treat: Sunday, October 25th
Oakland Christmas: December 12th





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



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

Can Someone Recommend Your Business in 10 Seconds?

Sue Pitts | Just Sue Creative

Before the busy fall and holiday season, take a fresh look at your elevator pitch. Could a customer, employee, or neighboring business clearly explain what you do and recommend you to someone else?

A strong elevator pitch answers three questions:

- What does your business or organization do?
- Who exactly is it for?
- Why should someone choose you?

That last question is often the hardest. Standing out does not have to mean having the lowest price. In fact, “great service,” “quality products,” and “years of experience” are things nearly every business can claim.

Look for something more specific, tangible, and recognizable. Maybe you offer same-day service, hard-to-find products, custom orders, small production runs, specialized equipment, extended hours, local delivery, accessible facilities, or expertise in a particular industry. A nonprofit might stand out through the specific people it serves or the measurable difference it makes.

The goal is to give people something clear to remember and repeat.

Try your elevator pitch on three people. Ask them what they think you do, who they believe you serve, and what makes you different. If their answers are unclear or inconsistent, your message may need a little work.

People want to support and recommend local businesses. Make it easy by giving them the right words to share.



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



WIDA.IOWA.ORG

PAGE 20

POTTAWATTAMIE COUNTY RESOURCES

ELECTED OFFICIALS



>>> CARSON

Mayor

Rachel Johnson

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

Ember Lockey

(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



LET'S TALK BUSINESS

Ready, Set, Connect.



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

WE WANT TO HEAR FROM YOU

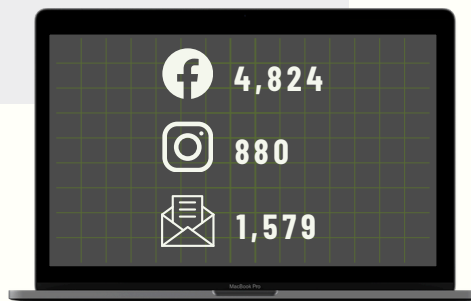
WIDA is asking our members to keep us in mind when you want to share your business events, successes and information with the community. There is no cost to you as a member. Whether it is exciting news regarding your business or an upcoming event, we will find the perfect way to showcase your information. 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.

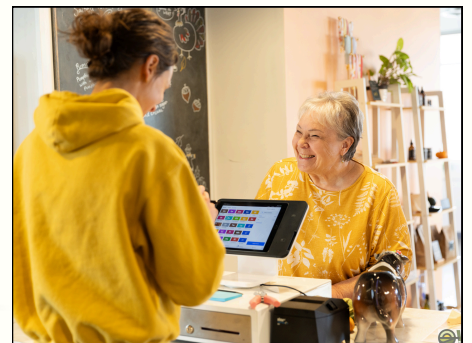
Your generous and ongoing support provides our 501(c)6 nonprofit organization with the resources necessary to promote our members and western Iowa communities, advocate for a favorable economic climate and quality lifestyle, and promote overall tourism in the region.



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!

