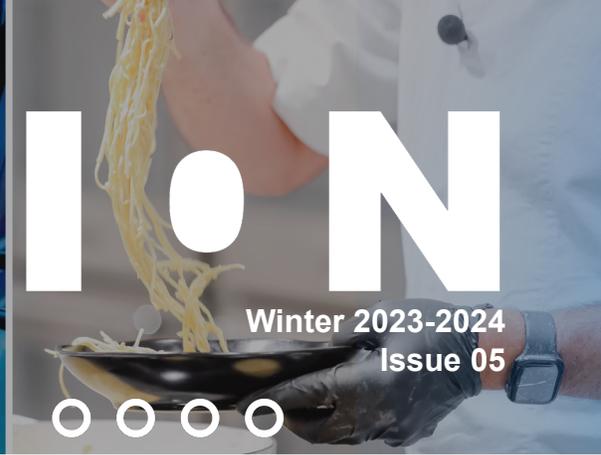


TRACTION

A MAGAZINE FROM THE AMES CHAMBER OF COMMERCE

Winter 2023-2024
Issue 05



SCHEDULE A NIGHT FOR A
TIME OUT!

A CULINARY EVENT AT
THE RECIPE

OR AN AFTERNOON OF FUN
& GAMES





**THE THREE PILLARS
THAT WILL LEAD OUR
WORK WILL BE:**

LEADERSHIP
ENGAGEMENT
ADVOCACY



Dan Culhane
President & CEO,
Ames Chamber of Commerce

This year's Inter-City Visit to Lafayette / West Lafayette, Indiana, was an overwhelming success. This was the sixth Inter-City Visit that we have hosted, and each one has delivered on the purpose of learning from comparable communities.

When selecting communities to visit, we always try to find those that are of similar size and home to a large university. The Greater Lafayette region checks these boxes and is home to Purdue University. Our delegation included representation from across the Ames MSA, and included governmental and community leaders from Ames, Boone, and Nevada.

As is often the case, it is the time between the panels where discussions take place and ideas begin to foster. We compare notes, push and challenge each other, and build relationships that truly impact the region.

When we go on trips like this, it is easy to point to aspects of their community that we wish we could transport to our region. It is easy to get the feeling that we are missing the mark. I have found that feeling to be part of the journey to improve our community as it challenges us to be better. As I returned, however, I was quickly reminded of the amazing things that we have here in the Ames MSA.

I am particularly excited about this edition of Traction magazine because it features some of the many things that you can do right now in Ames. Just because we are approaching the winter season, it does not mean that we are limited in our ability to get out. I encourage you to take advantage of one of the businesses in this publication, or some of the many other opportunities in our community not mentioned. Call a friend, schedule a date night, or make it a weekend with your family.

What is Traction?

The **Ames Chamber of Commerce** and affiliate organizations help create traction in our community. We drive business and community vitality in the Ames MSA by being connectors. We lead, engage, and advocate for the betterment of our communities. We help get projects off the ground or help move them forward, and we are undeterred in our purpose, cause, and passion. A great idea often needs a little bit of progress and momentum, and we help provide that **traction** to move it forward.

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Expansion



On the Cover

Are you looking for a night out? Consider one of the many options here in Ames from a vintage arcade bar, axe throwing and duckpin bowling, or learn a new recipe by taking a cooking class. There are family-friendly options or some for a great date night. Learn more about some of the many great things to do in several feature articles in this edition of *Traction*.

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AmesChamber.com

AMES[™]
CHAMBER OF COMMERCE



TRACTI•N INVESTORS

sigler

FAREWAY
MEAT & GROCERY

HEARTLAND
ROOFING • SIDING • SOLAR

Centrally and conveniently located in the heart of the Midwest and Iowa, Ames is known for its healthy, stable economy, flourishing cultural environment, and the world-renowned Iowa State University. With over 700 members, the Ames Chamber of Commerce strives to make Ames a better place to live, work, and do business by strengthening the economic vitality and the quality of life in the Ames community.



**Logan Ristau, Chris Harding,
and Lance Harding**
Owners, Time Out

www.TimeoutEntertainment.co/

If you're looking for a unique night out in Ames, Time Out may be the place for you. A family-owned bar and arcade, Time Out is full of pop culture nostalgia from the 1980's and 1990's.

Owned and operated by Chris Harding and her sons, Lance Harding and Logan Ristau, Time Out has been located just off Main Street since 2017. The idea for Time Out began when Harding was looking for a way out of her corporate job in Des Moines. After doing some preliminary research, she pitched an arcade bar to her family, and they ran with it.

"I was at a point in my career where work just wasn't fun anymore," recalls Chris, reflecting on the origins of the establishment. "I remember pitching the idea to my sons and they immediately ran with the idea."

At the time, Chris cashed in her retirement to fund the project and the brothers instantly started rattling off arcade games that they wanted to see included.

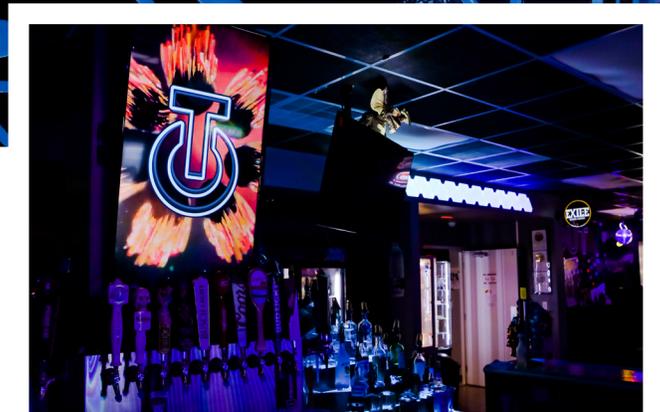
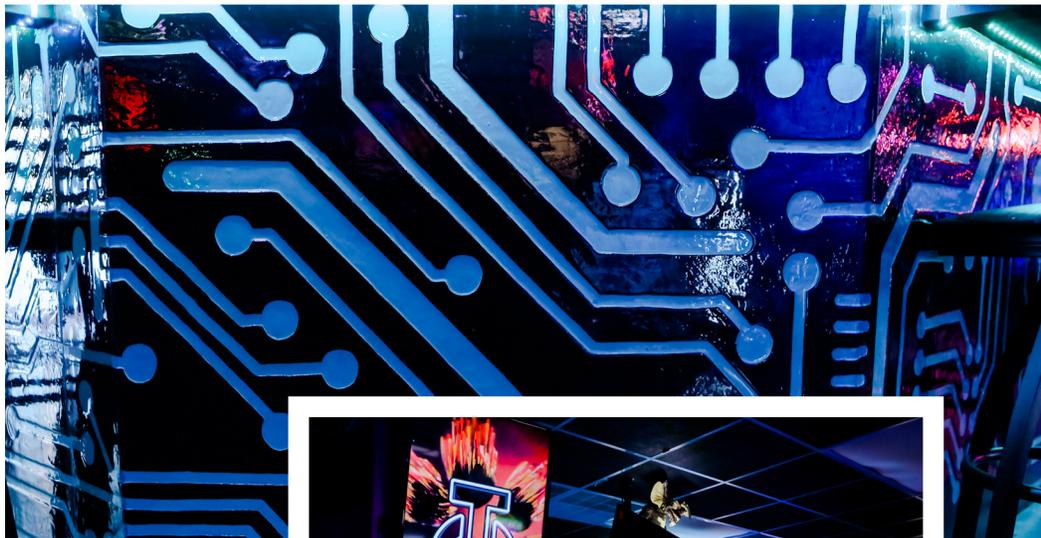
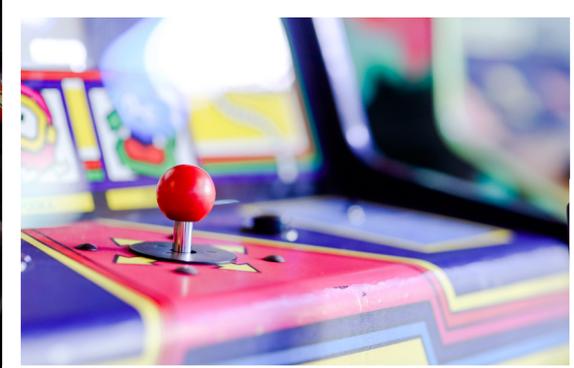
"Lance and Logan immediately let their imaginations run wild, thinking back to all the arcades they frequented growing up," said Chris. "The ideas started immediately," said Logan.

They sketched the design of the logo on a napkin and began work on the layout. They chose the name because they wanted to design it as a place to take a "Time Out" from the daily stresses. Before they knew it, they had a building full of arcade games.

"It's the little things that provide the atmosphere for Time Out," said Lance, acknowledging the curated nostalgia that they put into the design. He pointed to a Gremlin that sits atop a television on the wall, or Slimmer from the Ghostbusters movie franchise. "Certainly nostalgia is a big part of our place," said Lance. "Most of the things you see in here date past 20 years, but that is what creates the immersive experience."

Moving around Time Out, you may also recognize a life-sized TARDIS in the corner from the Doctor Who series, a Back to the Future poster, and an extensive music video playlist from the MTV era of music videos playing on the televisions throughout the bar. From the Beastie Boys to Janet Jackson and Whitney Houston, the music atmosphere takes your mind away from your daily life. Even their power-button like, teal and black, futuristic logo, pays homage to another 1980's science fiction film: TRON.

Over the past several years, Time Out has grown a following of dedicated



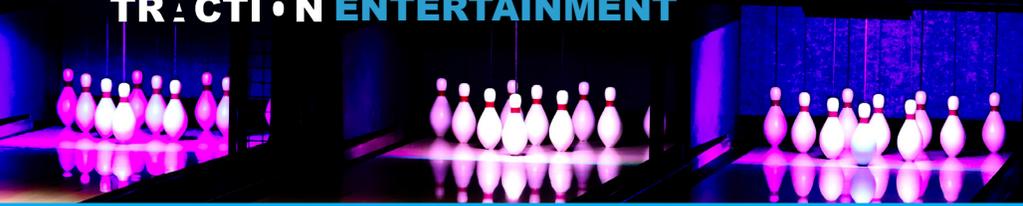
patrons that frequent the establishment. Thursday is known for BINGO night, and each evening on the weekend, Time Out is home to karaoke. They have won various Des Moines People's Choice Awards, most recently been voted the Best for Trivia Night, Karaoke, Children's Birthday Party Venue, Date Night Spot, Beer Selection, and Ames Bar. All of this is the result of a family working together and leaning into each other's strengths.

Lance has an eye for details in game placement and decor that gives Time Out its unique atmosphere. He manages the games to make sure that each one is working properly. This isn't always easy with some games dating back 30-40 years.

Logan is credited with designing the entire bar and building it from the ground up. He was key in their construction projects, from the stage to the karaoke booth. If Chris and Lance dream it up, Logan builds it. His artistic ability can be seen throughout the facility from the circuits on the front of the bar to the paintings on the wall. Chris is happy to do most of her work behind the scenes to ensure that each customer has a pleasant experience.

Time Out is both family-friendly and a late night hang out, depending on the time of day. "We encourage families to stop by in the afternoons," said Chris. The list of throwback games continues to expand, but includes Galaga, Ms. Pac Man, Frogger, Super Mario Bros, and Marvel vs. CAPCOM, among others. If those games are not your style, they also have skee-ball and a wide range of pinball games, all of which still take quarters.

**Time Out is located at
120 Kellogg Avenue in Ames**



Inside Golf & Games

PLAY • EAT • DRINK

Golf simulators, axe throwing, baseball simulators, duckpin bowling, darts, pool tables, shuffle board, cornhole, foosball, Golden tee arcade, and ping-pong, not to mention a full-service bar and kitchen... the newly rebranded Inside Golf & Games has all the ingredients for a great time!

"We view ourselves as being a staple in family entertainment for the community," said Mike Schmid, co-owner of Inside Golf & Games. Along with co-owner Payton Roberts, Inside Golf has expanded their offerings to create an establishment unlike anything else in Ames and Central Iowa. They credit their ability to expand to the community that has continued to support their business.

"The people that live in Ames are amazing people and without their support, through good times and bad, we wouldn't be here today."

Inside Golf opened in 2018 at North Grand Mall in Ames and instantly provided a premium golf experience with the comfort of indoor simulators. "We entered this market during a time when only the most invested and advanced golfers were participating," said Schmid, acknowledging that it was a niche market. "The first few years, we built our customer base around golfers and their families. With every new investment and update, we expanded our market to include a range of new customers."

The addition of axe throwing in the summer of 2021 was a formative moment for the business. "Although we did not know exactly how that would impact our business, we quickly realized how it attracted a new demographic and changed the overall trajectory of Inside Golf," said Schmid.

Each week, more people were experiencing a new attraction to Ames. "The excitement around this entertaining sport quickly spread and soon enough, local businesses were contacting us to host their team building events and holiday parties," said Schmid. "That is when we knew we had a valuable offering for the community of Ames and wanted to invest further."

As Inside Golf and Axe Throwing became an outlet for more than just golfers, Schmid and his team continued to brainstorm how they could expand the business to truly make it a place for everyone.

They added more space for dart boards and additional pool tables. They booked more



GOLF SIMULATOR

For golf enthusiasts or the casual player, the golf simulator offers the best graphics on the best courses where you'll be able to see your real ball flight on screen with no delay in transition. Come in by yourself and practice on the dynamic range or bring up to three friends and play Pebble Beach.

AXE THROWING

All 8 lanes have patent-pending anti-bounce borders, end grain targets that are easy to stick, projected targets, and games with digital scoring! Make it a group outing for a truly unique experience.

BASEBALL SIMULATOR

The only of its kind in Central Iowa, these baseball simulators give you an MLB stadium-feel, showing realistic graphics of the stadium and fans. Personalize your game by choosing from different modes, select your teams, and difficulty such as ball speed and height for every player.

corporate events and expanded their axe throwing lanes to fit larger groups. "The additional lanes were filled every weekend," said Schmid. "After quickly growing our customer base and filling up every weekend we knew we had to do more!"

A partnership with Time to Roll, a local start-up restaurant located within North Grand Mall, formed to create additional food options. After one full season of this partnership across the mall, Inside Golf acquire Time to Roll, and in the process added a new partner to the company, Payton Roberts.

This acquisition of a full-service restaurant inspired the newest expansion of Inside Golf and the addition of more premium activities that includes Baseball Simulators and Duckpin Bowling.

They were fortunate to be able to acquire additional space in North Grand Mall, across from their original location. As this expansion was taking place and they were quickly becoming a premium family entertainment center, the idea of rebranding surfaced as a way to showcase all they had to offer. "In honor of our original customer base, we wanted

to stick with Inside Golf but felt we needed to expand our brand to include everything else," said Schmid. "We landed on Inside Golf & Games to communicate that we are more than just golf; we offer something to Play, something to Eat, and something to Drink for everyone!"

Thanks to a great partnership with North Grand Mall, they are working to connect their two separate businesses with a patio / common space concept, making it a perfect space to congregate. After hours, their wing of the mall is home to mini games, including cornhole, ping-pong, with more to come. With an exterior entrance and one of the few active locations open later at night, they are a perfect night out with their range of activities.

"Ames needs more family entertainment and things-to-do, and we have been so fortunate to be able to offer just that to the people of Ames."

Inside Golf & Games is located at North Grand Mall



DUCKPIN BOWLING

Duckpin Bowling delivers the classic bowling experience in a new, smaller format. With smaller lanes, smaller pins, and smaller balls, this sport is sure to please the whole family. No shoes required on the bowling lane, just show up and bowl!



Mike Schmid
Co-owner, Inside Golf & Games

www.InsideGolfandAxe.com



Have you ever wanted to learn how to make French macarons, Vietnamese egg rolls, artisanal sourdough, or a delicious apple tart? Consider taking a class at The Recipe, a new culinary venue in Downtown Ames.

The venue is owned and operated by Patrick and Mindy Bergstrom, proprietors of other Downtown Ames businesses such as Nook & Nest, Z.W. Mercantile, and Cooks' Emporium, where they previously taught classes.

Teaching cooking classes at Cooks' dates back to 1981 with the original owner. In 2018, when the Bergstrom's took over, they continued the tradition and remodeled the business to accommodate. "One of the first things we did was figure out how to make the demo kitchen a little bigger," said Patrick, noting that they immediately got requests for hands-on classes.

By 2021, the classes had been regularly selling out and they explored the idea of a dedicated space. That idea turned into The Recipe that opened this fall. Their most popular classes include Pasta 101 and 201, knife skills, and food prep, but their course offerings are wide-ranging. They sprinkle in sushi classes, those on Mediterranean cuisine, shrimp curry, or a course specifically on kids snacks and dips.

Both Mindy and Patrick come from entrepreneurial families, but their career background is in the corporate world. Mindy started working for a web design and advertising company when she was 19, and Patrick most recently worked as a technology executive. For Patrick, his love of cooking dates to childhood. When the opportunity to buy Cooks' was available to them in 2017, they jumped at the chance and each year added another business to the mix.

Patrick hosts the majority of classes at The Recipe but brings in other chefs for some of the specialty classes. "The response has been great so far," said Patrick. "People get excited to learn new skills, and they want to eat healthier and more inexpensively. We've heard from several people that coming to one or two classes has changed the way they eat at home."

With the new space, The Recipe is able to entertain more private events and they are renting their space for retirement and graduation parties, or to cooks who need access to a fully licensed, commercial kitchen.

More information and a full list of classes can be found at:

www.TheRecipeAmes.com

The Recipe is located at 412 Burnett in Downtown Ames



Mindy and Patrick Bergstrom
Owners, The Recipe

NO ESCAPE IOWA

www.NoEscapeIowa.com

The concept of an escape room is simple: challengers are locked in a room and need to discover clues, solve puzzles, and accomplish tasks in a set amount of time in order to escape from the room. No Escape Iowa offers three levels for challengers: easy, moderate, and hard.

Jon Wilson, Manager of No Escape Iowa, not only runs the Ames location but is a connoisseur of the craft, having completed nearly 150 escape rooms from across the country. "When I visit another city, it's nearly always one of the things that I do when I'm there."

No Escape Iowa currently has four rooms, each original to Ames. The business has been located in Downtown Ames for nearly 5 years and has two more rooms under construction. The rooms are family-friendly, said Wilson. "We see a lot of families come through and book the rooms for birthday parties or other celebrations."

If you have what it takes, think again. The success rate of escaping the room in the allotted hour is just under 50%. The most difficult room, "Game On," has a record of 46 minutes, 26 seconds. Book your adventure to No Escape Iowa online.

No Escape Iowa is located at 328 Main Street



Jon Wilson
Manager,
No Escape Iowa



Board & Brush creative studio

Woodworking techniques combined with the latest trends and custom graphics is what created the DIY Board & Brush Creative Studio concept. Now with a location in Ames, Board & Brush wants to turn you into a DIY master by educating you to understand and appreciate the beauty of raw materials—the wood, the knots, the color variations, and the simple imperfections that will make your project unique.

If you're not handy with a hammer, sand paper, or power tools, don't worry. No experience is necessary to learn how to distress wood. Owner Amy Weber and her team will teach you all the skills required to make a personalized wood sign that you'll be proud to hang in your house.

The DIY wood sign workshops started as a "Girl's Night Out" with wine and crafts concept that quickly evolved into a business idea. Make it girl's night or family-fun night this winter at Board & Brush.

Amy Weber
Owner, Board & Brush

www.BoardAndBrush.com/Ames

Board & Brush is located at
3326 Lincoln Way Suite 102





Ames Chamber of Commerce

INTER-CITY VISIT

Lafayette / West Lafayette, Indiana

October 18-20, 2023

The Ames Chamber of Commerce hosted the 2023 Inter-City Visit from October 18-20, where city and community leaders from Ames, Boone, and Nevada toured Lafayette and West Lafayette, Indiana, and met with their community leaders.

“The goal of the 2023 Inter-City Visit is straightforward,” said Dan Culhane, President & CEO of the Ames Chamber of Commerce. “To learn from leaders in Lafayette / West Lafayette about what has been successful in their community and determine new opportunities in our market.” The Greater Lafayette region was chosen, in part, because of its similar size to our region. It is also home to Purdue University and includes a robust research park.

On the opening day of the trip, the delegation experienced two panels. The first focused on developing effective regional partnerships, while the second session centered on downtown business development. Panelists included city representation and private developers. The delegation also had a chance to tour MatchBOX Covering Studio, an amenity in Lafayette that was developed from a restored downtown building. The operation has 300+ members that include tech startups, professional services, and those in creative fields.

The next day, the delegation visited Purdue Research Park and heard from community leaders on Town and Gown relationships, and “all things Research Park.” That evening, former Iowa State University and Purdue University President Dr. Martin Jischke, addressed the group with unique perspective from both communities. Jischke was the 13th president of Iowa State, serving from June 1, 1991, to August 14, 2000, then went onto become the 10th president at Purdue.

Before leaving, the group walked the campus of Purdue University and took in the beauty of another large, land grant university. As is often the case, it is the time between sessions that spark ideas on how to learn from and improve our own community.



This was the sixth Inter-City visit that the Ames Chamber of Commerce has hosted. Previously visited communities include Manhattan, Kansas; Columbia, Missouri; Bloomington, Indiana; and Fort Collins, Colorado. Last year, the communities of Marion, Cedar Falls, and Dubuque in Iowa were visited.



Trick or Treat in Downtown Ames

DATE: October 27, 2023

The Downtown Ames organization hosts a variety of community events throughout the year, including this year's Trick or Treat event. Over 40 Downtown businesses participated this year, creating a great atmosphere for the little monsters, superheroes, princesses, and a variety of other characters. Other yearly events included Music Walk and 515 Week this summer, and Snow Magic in December.



Women in Leadership

DATE: October 23, 2023

The third Women in Leadership event of the year, presented by Heuss Printing, was hosted at Della Viti in Downtown Ames. Over 90 registered for the event that focused on networking with other professional women from across the community. "Some of the feedback we received from the other events was that women wanted more time to connect," said Nikki Fischer, Director of Workforce Development & Diversity. "We created this event with that intention in mind." Those in attendance also had an opportunity to get an updated headshot, courtesy KandE Productions.



Ribbon Cutting Events

- [TS Bank](#)
- [Bus Guys](#)
- [Campustown Smoothies](#)
- [Trilogy Physical Therapy](#)
- [Overflow Thrift Store](#)
- [Groundbreaking: The Bridge Home](#)
- [Action Coach Vanguard](#)
- [Trice Legacy Foundation](#)
- [Bottoms Up Bar](#)
- [YESCO Lighting](#)
- [Inside Golf and Games](#)
- [Fareway Meat Market](#)
- [Groundbreaking: Dakota Supply Group](#)
- [Wild Birds Unlimited](#)
- [Visiting Angels](#)



Upcoming Events

The **Ames Chamber of Commerce** hosts events year-round that appeal to both members and non-members alike. Interested in attending an event? Check out the calendar and register online at [AmesChamber.com](https://www.AmesChamber.com)

Manufacturing Breakfast

DATE: October 6, 2023

Gage Kent, Chairman of the Board of Directors and Chief Executive Officer of KENT Corporation, provided the keynote address at this year's Manufacturing Breakfast. KENT was founded in 1927, with origins in commercial livestock feed. Today, KENT has grown to become a multi-national, award winning, fourth-generation family business, serving the worldwide food, beverage and ingredients, agriculture and pet care markets. KENT maintains 28 manufacturing locations across four countries with sales and technical offices in North America, Europe, Asia and Australia.



Gage Kent

Chairman of the Board of Directors and
Chief Executive Officer of KENT Corporation

ONLINE MEMBER DIRECTORY



Looking for a local business? Consider one of our over 700 Ames Chamber of Commerce members through our online directory. Visit our website at:

[AmesChamber.com](https://www.AmesChamber.com)

Scan the QR code to access our online directory to search for some of the businesses gaining traction.

New Members

- [Commerce Bank](#)
- [Little Tigers Daycare in Gilbert](#)
- [Ciccotti Art Glass](#)
- [Wild Birds Unlimited](#)
- [Taza Mediterranean Grill](#)
- [Cutting Edge Painting, LLC](#)
- [Red Lobster](#)
- [Board & Brush Creative Studio](#)
- [Nevada Barbell](#)
- [Clearly Yummy](#)
- [ATW Training Solutions](#)
- [Lincoln Club Catering](#)
- [Eagle's Ledge](#)
- [Dakota Supply Group](#)
- [Bottoms Up Bar & Lounge](#)
- [Serenity Lawnscapeing LLC](#)
- [Ames Tile](#)



BOYS & GIRLS CLUBS OF STORY COUNTY

The Boys & Girls Clubs of Story County is in the final stages of a capital improvement campaign that will expand and modernize their current location.

The \$7 million project will add 7,500 square feet to the south of their existing building, as well as provide needed updates throughout the building. “The project will address critical updates to the HVAC, lighting, fire, and security systems,” said CEO Ryan Santi. “It will also enhance kitchen and classroom space, and ultimately allow the organization to serve more kids.”

The Ames club has been a staple in the community since 1963. Their current facility was built in 1998 and is ready for a remodel. The Boys & Girls Clubs offers a range of services to youth throughout the year. In 2022, they provided over 11,000 meals to students, many of whom regularly experience food insecurity. They also provide a friendly and supportive environment to kids. Last year, they served nearly 800 students through community outreach programs.

Over the past several decades, the scope of programming has changed. “The old model of the Boys & Girls Clubs was to show up and hang out,” said Development Director Judge Johnston. “Today, we are an extension of the school day for many of our kids. This includes educational programming, arts and crafts, and serving a hot meal to them daily.” In 2022, they provided 1,500 hours of academic, healthy lifestyle, and character enhancement programs.

The Boys & Girls Clubs currently serves 105 students but has a waiting list that they will be able to address after the completion of this new expansion project. The new kitchen will allow for cooking classes where students can learn core lifestyle skills. “We have a number of students who serve as the primary caregiver at home because their parents work long hours,” said Santi. “This type of programming will give students the skills needed to not only cook for themselves, but for their siblings as well.”

The Boys & Girls Clubs had \$3 million at the launch of their campaign, thanks to a \$2.7 million grant from the State of Iowa, and their own contribution of \$300,000 that was taken from cash reserves. Through a generous donation from the Burke family and other private donations, they have already raised \$4.55 million, two-thirds of their goal, as of October 2023. The public campaign began this fall and was led by Johnston, Santi, and Board President Tyler Farnner.

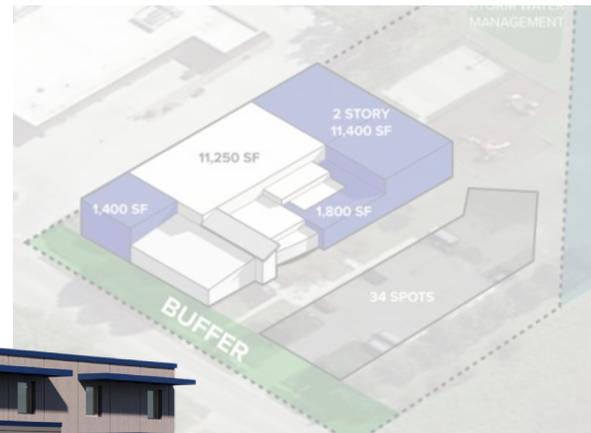
They anticipate breaking ground on the expansion project in Spring 2024.

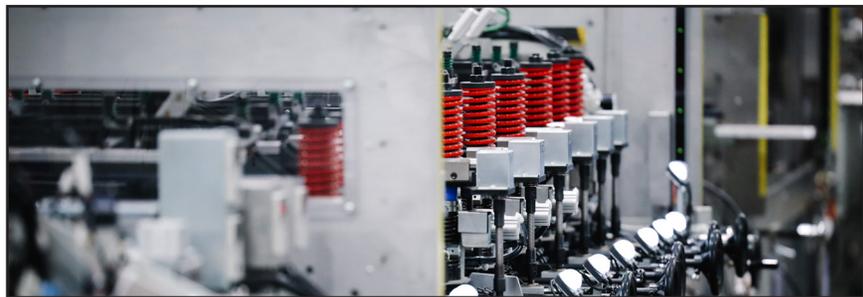
To learn how to donate to the Boys & Girls Clubs of Story County expansion project, visit their website at

www.bgcstory.org



The \$7 million project will add 7,500 square feet to the south of their existing building, as well as provide needed updates throughout the building.





TRACTI•N EMPLOYER AMERICAN PACKAGING CORPORATION

Established in 1902, American Packaging Corporation (APC) is a family-owned flexible packaging converter and renowned leader in the North American packaging industry. With over a century of experience serving a wide range of markets, APC specializes in flexographic, rotogravure and digital printing, multi-ply extrusion, and adhesive lamination of film, paper and foil, as well as pouch and bag fabrication to meet a variety of requirements. Today, APC operates six Centers of Excellence in the United States, including one in Story City that employs over 350 individuals. APC has built a reputation as the go-to source for effective solutions in flexible and specialty packaging, serving the unique needs of many of the top companies in the country.

WORK in AMES.com

WorkinAmes.com is the job board for the entire Ames Metropolitan Statistical Area (MSA), servicing Ames, Boone, and Story County. Our community is fortunate to offer a wide range of career opportunities. The website features a search function to specify job openings where you can find full-time, part-time, and internship positions.

The website generates over 100,000 job searches annually. As an employer, you can post jobs to the website, and if you are looking for employment, we are certain you will find it here and become part of our vibrant workforce!

SHELDON-MUNN HOTEL

BUILT in 1915
LOCATED on Main Street
in Downtown Ames

After twelve years of considering proposals for a new hotel or the extensive remodeling of one of the old existing hotels, a group of Ames business leaders organized the Ames Improvement Company to carry out the community's desire to have a hotel that would meet not only immediate needs but the future needs of a growing city.

The result was the Sheldon Munn, considered one of the finest hotels between Chicago and Denver. Built in 1915, the hotel featured three floors of guest rooms, a large ballroom, meeting rooms, barber shop, coffee shop, dining room, and beautiful lobby.

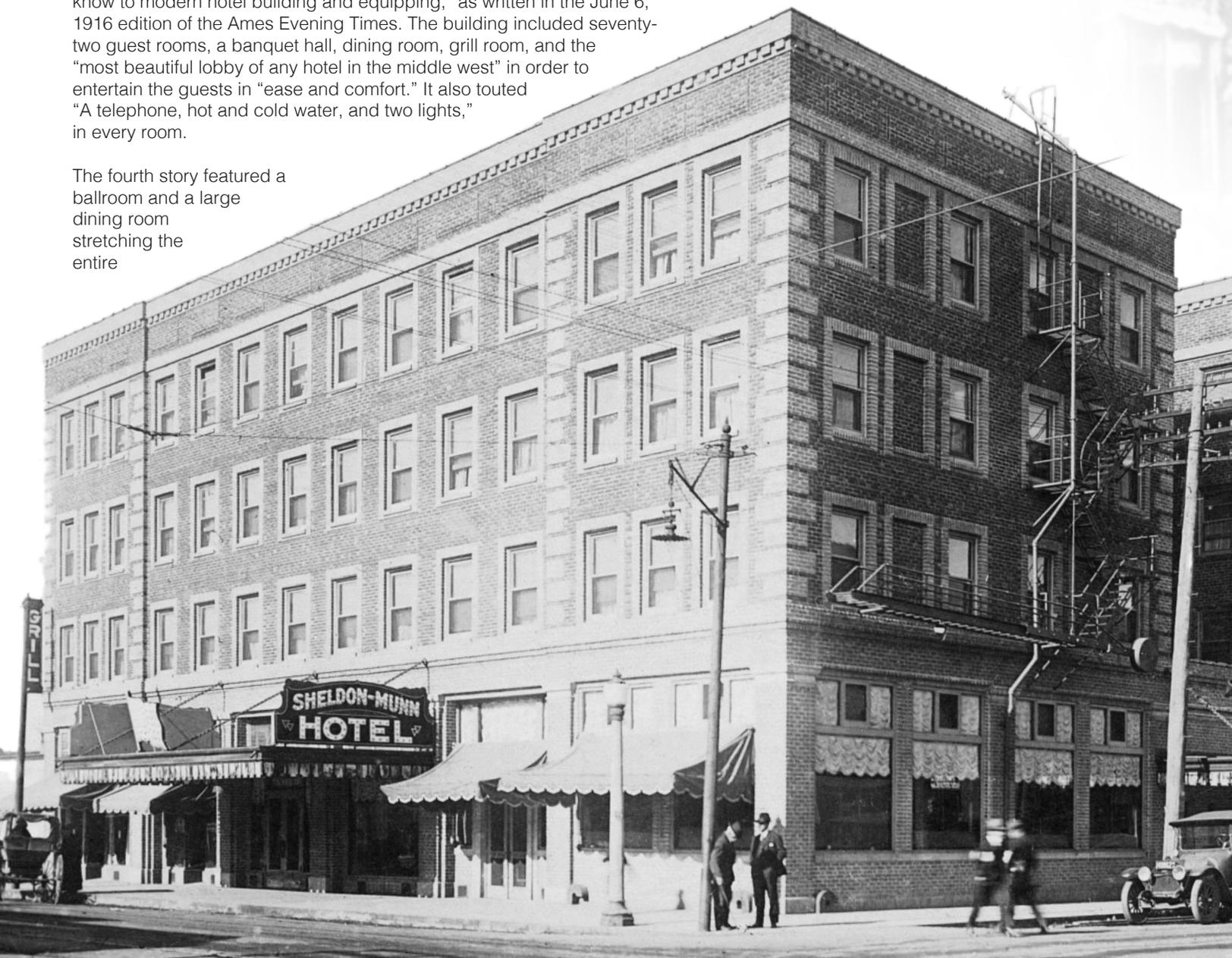
Parley Sheldon, a banker and perennial mayor of Ames at the time, partnered with lumberyard owners H. L. and A. H. Munn, to construct the hotel.

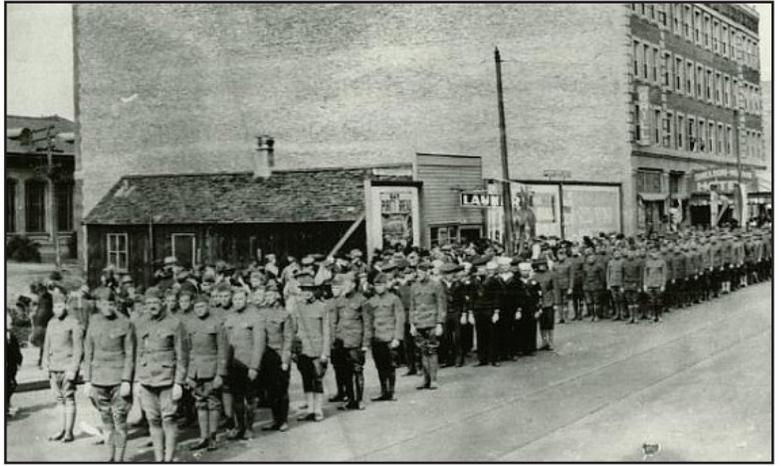
The new Sheldon-Munn hotel cost \$150,000 and represented the "final word know to modern hotel building and equipping," as written in the June 6, 1916 edition of the Ames Evening Times. The building included seventy-two guest rooms, a banquet hall, dining room, grill room, and the "most beautiful lobby of any hotel in the middle west" in order to entertain the guests in "ease and comfort." It also touted "A telephone, hot and cold water, and two lights," in every room.

The fourth story featured a ballroom and a large dining room stretching the entire

length of the floor. The hotel immediately became a social center for both the town and the college and was an instant success, prompting an expansion to the west in 1926. The \$85,000 addition, a close match to the original structure, was completed in February of 1927. Hotel occupancy doubled and there was room for more commercial space on the ground floor.

Today, the Sheldon-Munn building has been renovated into apartments, offices, and businesses such as Noir bar, Life Distilled, and Nook & Nest. It continues to be a vital part of downtown Ames and is owned and operated by OEI, Inc.





This is a portion of a panoramic photograph of the two block long parade on Main Street, held on May 20, 1919 to welcome returning World War I servicemen. Sam Ding's laundry and several billboards are seen in the center of the photo. To the left, behind the hotel, portions of the old 1912 Post Office and the Army are visible.



This 1957 view of Main Street looks west from the Kellogg corner. The Sheldon-Munn Hotel with first floor shops was the center of an active Main Street. The original marquee has since been removed.



AMES HISTORY MUSEUM

Images and information for this page was produced in collaboration with the Ames History Museum (AHM). Located just one block off Main Street, at 416 Douglas Avenue, the Ames History Museum expands Ames' history through online resources, exhibits, and event programming. Learn more on their website.

www.ameshistory.org



National Centers for Animal Health

The USDA National Centers for Animal Health (NCAH) facility, located on Dayton Avenue and visible from Interstate 35, is at the center of livestock research, foreign disease diagnostics and vaccine/biologic regulation for the nation. The 523-acre campus includes 93 buildings and three separate yet intertwined governmental centers: USDA's National Animal Disease Center (NADC), National Veterinary Services Laboratories (NVSL), and Centers for Veterinary Biologics (CVB).

It is a restricted campus, monitored around the clock, and the NADC's mission is to conduct basic and applied research on selected diseases of economic importance to the U.S. livestock and poultry industries.

The campus was originally established in 1961, with the iconic 550,000 square foot consolidated laboratory and administrative building being completed in 2009. The work at this facility impacts animal and public health, food safety and biosecurity, animal welfare, national and international economy, and the environment. They have close ties with Iowa State University and other institutions throughout the United States and the world and has had two scientists inducted into the prestigious National Academy of Sciences and one in the National Academy of Medicine. The campus employs over 700 individuals, creating a huge economic impact in the region.

Briefly summarizing the three agencies, the CVB focuses on vaccines and biologics, the NVSL prevents foreign diseases from entering the United States such as foot and mouth disease and African swine fever. The NADC, led by Director Mark Ackermann, focuses on livestock health research.

Ackermann is a 1986 graduate of the Iowa State University College of Veterinary Medicine and then earned his PhD degree in 1990 and conducted research at the NADC during that time. He was a professor at the College of Veterinary Medicine from 1996 – 2017, when he moved to a similar role at Oregon State. A national search brought him back to Ames as

Mark Ackermann
Director, National Animal Disease Center



The USDA National Centers for Animal Health facility, located on Dayton Avenue and visible from Interstate 35, is home to three federal governmental agencies: USDA's National Animal Disease Center (NADC), National Veterinary Services Laboratories (NVSL), and Centers for Veterinary Biologics (CVB).



Director of USDA's National Animal Disease Center in 2021.

All three centers (CVB, NVSL and NADC) are part of the USDA, but each has its own function and purpose. Combining the three branches into the main, large building has led to greater efficiencies of operation, allowing for a closer collaboration, which has all led to a world-class disease animal/livestock health facility.

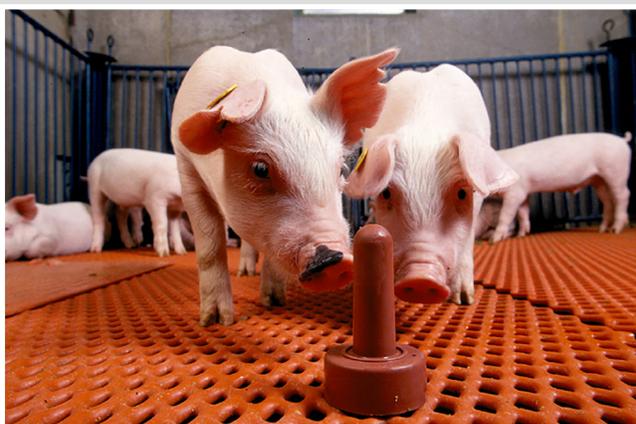
"For the NADC," which Ackermann oversees, "we really work on the diseases that are difficult to eliminate," focusing on domestic diseases that impact livestock. Projects have included the eradication of hog cholera, also known as classical swine fever, the development of a brucellosis vaccine that is now used in cattle and bison, and the discovery of a bovine leukemia virus, a disease common in dairy cattle. They study swine influenza and chronic wasting disease in deer and their potential for interspecies spread and NADC scientists recently discovered how COVID-19 impacted and moved amongst the deer population.

"We want to provide research with the goal toward

therapeutics, vaccinations, with the overall goal of elimination of these diseases that are impacting livestock," said Ackermann. Determining the "how" and "why" of disease is the overall premise.

The NVSL receives samples from across the United States that are studied in their BSL-2 and BSL-3 laboratories. There is no BSL-4 laboratory in Ames, which is considered the highest security rating, although the Ames facility has one of the few BSL-3 livestock labs in the country, where protocols are strict and require scientists to wear masks and full bio-hazard suits for biosafety with strict biocontainment regulations. This is where they work on swine influenza, bovine tuberculosis, brucellosis along with other diseases.

Work at the National Centers for Animal Health reduces economic losses due to infectious, genetic, and metabolic diseases that impact livestock and poultry industries as well as food safety and antimicrobial resistance. In turn, it also further prevents suffering and death caused by these diseases. Its multiple missions have a huge impact in the advancement of livestock health in the United States.





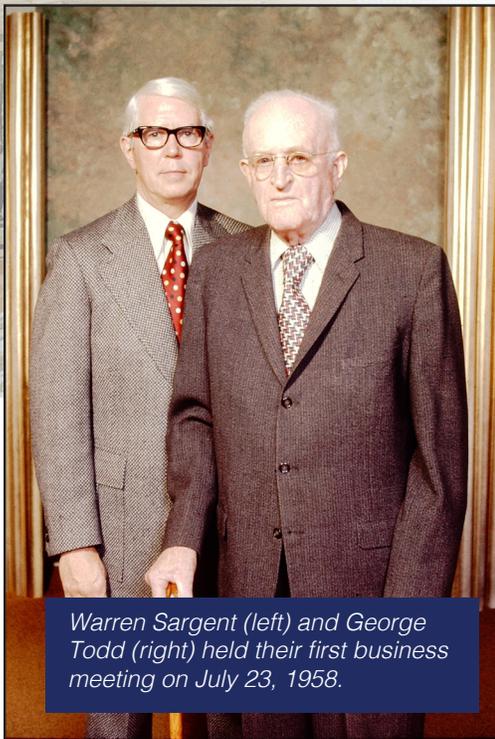
TODD & SARGENT

Todd & Sargent has specialized in design, engineering, and construction since 1933, and their name is synonymous as one of the early pioneers in the grain elevator construction business in Iowa. Since its founding, the company has become a recognized design, engineering, and construction leader in the food and ag space.

Headquartered in Ames, Todd & Sargent constructs projects across the United States and Canada. In 1933, George Todd moved his family from Eagle Grove to Ames and started his wood cribbed grain elevator construction business. At that time, most of his jobs were within 100 miles of Ames.

In the 1950's, Todd was looking for a successor for his business and found a viable suitor in Warren Sargent. After working for several years in the steel industry in Pennsylvania, Sargent moved back home to Iowa to partner with Todd, and in 1958, the company was renamed the Todd & Sargent Construction Company. Todd eventually sold his interest in the company to Sargent in 1962 but continued to work for the company until his retirement in 1969. While the Todd family's involvement ended decades ago, the company has always kept that name out of deference to the legacy that George Todd began in 1933.

Wood cribbed elevator
in Union, Iowa in 1959



Warren Sargent (left) and George Todd (right) held their first business meeting on July 23, 1958.

Until the 1950's, most elevators were wood cribbed and topped with galvanized sheet metal. In 1961, Sargent began experimenting with new designs, such as welded bins with a smooth interior surface that became the hallmark design for feed mills until concrete construction became the economical way to build larger facilities. The agricultural boom of the 1970's and early '80s saw an increase in demand for concrete elevators; facilities went from storing hundreds of thousands of bushels in 1971 to millions of bushels by 1980.

The turn of the century and beyond brought expansion and a variety of diversified projects for Todd & Sargent. The company completed its first flour mill in 1996 and its first oilseed processing facility in 2003. A new malt house was constructed in Minnesota in 2016. While the design and construction of feed mills and grain elevators have long been steady staples for Todd & Sargent, a constant eye on developing additional markets has further driven the company's success.

Todd & Sargent continued to expand their presence as the industry evolved. Todd & Sargent Canada was created in 1985 to build shipping terminals in response to an expanding grain industry. In 2001, they began work in the ethanol and biodiesel industry and formed a strategic partnership with West Central Cooperative, forming Renewable Energy Group, specializing in the design, engineering, construction, and start-up of new biodiesel facilities across the United States.

Today, more than 300 employees throughout North America help clients efficiently and effectively store, process, and distribute materials with a wide portfolio of projects. For nine decades under family leadership, the company has built a proud heritage of successful projects and strong partnerships that have led to its current industry leadership position.

1933

George Todd started a construction business in Ames, Iowa called Ames Construction; renamed George Todd Construction Company in 1935.

1958

Warren Sargent established a partnership with George Todd. The company was renamed Todd & Sargent Construction Company.

1961

Warren Sargent pioneered the design of welded steel bins with no internal stiffeners, which allows for better performance through a smooth interior surface.

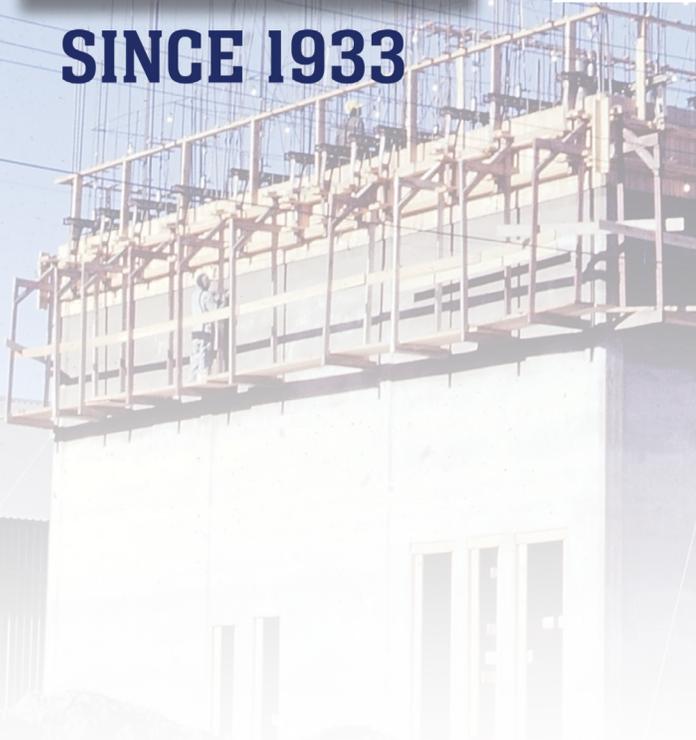
1977

Todd & Sargent received its first patent from the U.S. Patent Office for a train loadout movable spout.



In 1965, Warren Sargent designed a unique, hexagonal steel bin cluster offering a broader range of bin use options.

SINCE 1933



First and second generation Sargent family leadership — Phil, Warren, and Lee Sargent—built upon the company's strong foundation of success.



Today, President & CEO Jon Sargent is directing the operation, representing the third generation of Sargent family leadership.

Todd & Sargent constructed its first slipform concrete structure in 1969, a feed mill for Ceres Land Company in Sterling, Colorado.

1985

Todd & Sargent Canada was formed to lead full-time Canadian operations. This was the result of their first Canadian project being completed in 1968.

2001

Todd & Sargent began its first biodiesel project for West Central Soy in Ralston, Iowa. This strategic alliance formed Renewable Energy Group (REG).

2022

Todd & Sargent opened headquarters for Canadian operations in Winnipeg, Manitoba.

2023

Todd & Sargent reached the milestone of 90 years in business. They have a history of innovation, a commitment to safety, and a passion for solving problems.

Four Agribusinesses Partner to Support New Fire Engine

(October 9, 2023)

Key Cooperative, Lincolnway Energy, Mid-States Companies and Verbio – all located in Nevada, partnered to financially support the Nevada Fire Department. The four agribusinesses contributed the remaining \$50,000 needed to order the new rural fire engine for the Nevada Fire Department. In March, the Nevada Fire Department began fundraising efforts to replace their 26-year-old rural fire engine, with support from the City of Nevada. The new engine will cost \$668,000 and take two years to build. The new apparatus will hold 1,500 gallons of water, which is a necessary supply for a city or rural fire attack.



Prometheus Awards (November 2, 2023)

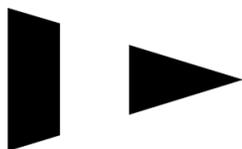
It was a great night for the Ames MSA at the Technology Association of Iowa 2023 Prometheus Awards. The region had a lot of finalists heading into the evening with four eventual winners. Congratulations to the following winners: Iowa State University Digital Ag Innovation Lab, IT Service Provider Technology Company of the Year; Kingland Systems, Software Development Technology Company of the Year; Danfoss Power Solutions, Manufacturing Technology Company of the Year; and GlobalVetLink, AgTech & BioTech Company of the Year.



Iowa State Recognized for Talent and Innovation

(November 14, 2023)

Iowa State University received the top Innovation and Economic Prosperity University Award at the Association of Public and Land-Grant Universities conference. The annual event honors institutions in North America that are “performing exemplary work to advance the economic wellbeing of their states, regions and the nation.” The top-award recognizes excellence across three award categories – talent, place and innovation. Receiving it is a first for Iowa State and adds to the collection of category-specific APLU awards from 2017 - 2022.



TRACTI•N Contributions

Additional Contributions

Chris Harding	Mark Ackermann
Lance Harding	Jon Sargent
Logan Ristau	Maddie Casady
Mike Schmid	Sara Clausen
Patrick Bergstrom	Marlys Barker
Mindy Bergstrom	
Jon Wilson	... and the entire
Amy Weber	Ames Chamber of
Judge Johnston	Commerce team!
Ryan Santi	
Stacy Kilstofte	
Emily Wagner	
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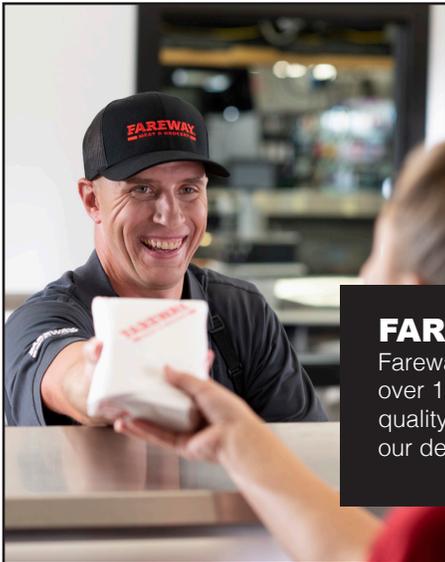
Printing:
Sigler Companies

We published Issue 01 of *Traction* in December 2022 with a vision of becoming a core storytelling organization in our community. Over the past year, we have utilized our unique position in the region to bring you stories from across the Ames MSA. Some have an economic development focus while others have shared the origin stories of some of the businesses we love the most.

It has been exciting to see *Traction* gain name recognition across our community. With so much information available to us, and the vast amount of communication we receive on our phones and computers, it's rewarding to see print media with a storytelling perspective continue to resonate.

Stories have the ability to help us learn about others and this allows us to create connections in our community. I'm excited for the year to come. We'll have a lot to share across our communities and we anticipate *Traction* being a vital piece of getting that information to you.

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