

TRACTI • N

A MAGAZINE FROM THE AMES CHAMBER OF COMMERCE

Spring 2024

Issue 06



Member of Team USA 2024

Encourages Food Fights

Iowa State Alumni

Really Nice Guy

Husband

Right Brained

Paints with Light

Strong Dad Game

Rock Band Drummer

Enthusiastic Storyteller

Coffee Connoisseur

Never Stops Learning

Vitality Immortalizer

Dad Joke Aficionado

Rare Disease Advocate

Adobe Photoshop Master

Creator of "The Epic Portrait"

Curates Meaningful Moments

Will Bring Out Your Inner Awesome

Former Ames High Band President

Leans into the Creative Process

Grand Imaging Award Winner

Encourages Imaginative Play

International Print Finalist

Wood Chips Champion

Ames Business Owner

Undergrad in Journalism

10x Photographer of the Year

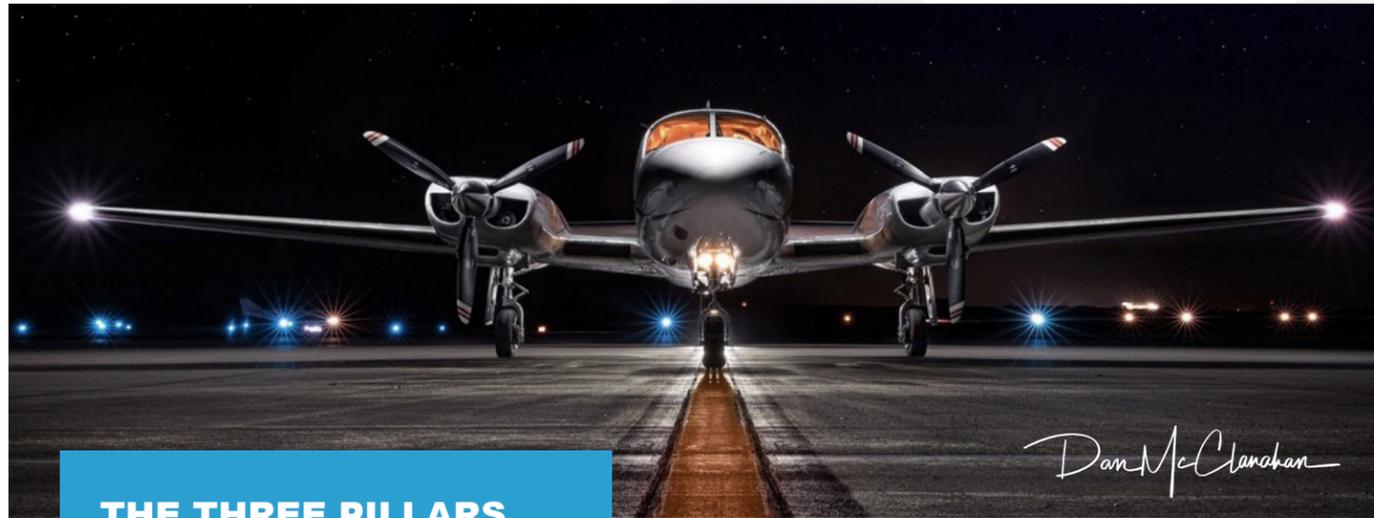
Industry Leader and Visionary

Addicted to Light and Shadow

Tries to Get Bored

DAN McCLANAHAN

SHOOT WITH PURPOSE



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

**LEADERSHIP
ENGAGEMENT
ADVOCACY**



Dan Culhane
President & CEO,
Ames Chamber of Commerce

When you read this edition of Traction magazine, I hope you see talent and excellence with the turn of each page. It starts with the cover, featuring one of the best photographers, not only in Iowa or the United States, but one who has been recognized internationally.

I've followed Dan McClanahan's work for years, but it only recently occurred to me the significant talent that he is. Anyone can see his work and recognize his incredible artistic skill set. He creates portraits and images that are awe-inspiring. More remarkable is that he has chosen to make Ames his home and community where he and his wife Alex want to raise their family. With a portfolio that could take him anywhere in the world, he's invested in Downtown Ames and continually engages with our community. He's a recent graduate of Leadership Ames and is giving of his time and talents.

Each January, we celebrate community and economic excellence during our Annual Award ceremony. This year, we recognized a record number of individuals and businesses who have shown exemplary service and commitment. I hope you take time to read what they have accomplished and how they continue to impact our community. From partnerships, generous giving, job creation, and highlighting volunteerism, it is easy to see excellence across the Ames MSA.

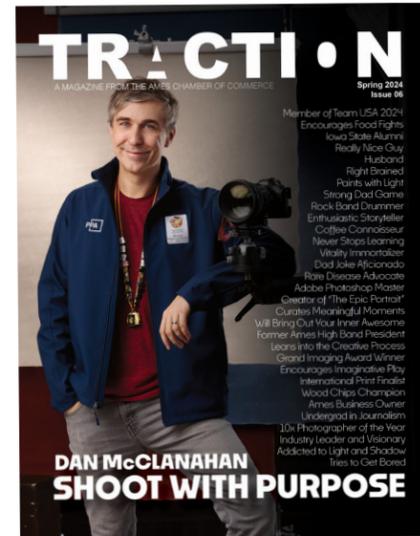
I am incredibly excited about what this year will bring our organization and community. Achieving excellence is never easy to do, but we must use that goal as our guide. Whatever you do this year, both personally and professionally, strive for excellence and impact those around you positively. An investment in excellence will provide a return, but not always in the most obvious ways.

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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On the Cover

Dan McClanahan is one of the nation's top photographers, as recognized by his peers, portfolio, and accolades. His award-winning business could take him anywhere in the country, yet he has chosen to invest in Ames. Learn more about McClanahan Studio, his more recent achievements, and how he approaches projects in this feature article of Traction.

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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.

AmesChamber.com

TRAC TI • N INVESTORS



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.



SHOOT WITH PURPOSE

DAN McCLANAHAN



Imaging USA is the premier photography conference, trade show, and exhibit in the United States, attracting 10,000 professional photographers each year. Those in attendance attend classes to improve business and technical skills and learn from some of the nation's leading photography professionals. This year's event took place January 28-30 in Louisville, Kentucky.

One of the nation's best photographers, as recognized by his peers, portfolio, and accolades, is Dan McClanahan, owner of McClanahan Studio in Downtown Ames.

A regular at Imaging USA, this year's event marked a return to competition after a five-year hiatus, and it continued a renewed desire to teach when he conducted a breakout session for attendees titled "Shoot with Purpose."

"Going to conferences like Imaging early in my career paved the way for my learning. It was the environment that I was educated in, and I now I have my own experience and perspective that I can share with other photographers to help them learn," said Dan as he prepared his slides. "It sharpens me because I have to make my processes make sense to other people."

McClanahan Studio is now over 15 years old with a portfolio and reputation that has spanned the country. Dan earned his Journalism and Mass Communication degree from Iowa State University and had plans to move to Colorado, where his wife Alex was interviewing for graphic design jobs. "My goal was to meet with magazine publishers and hopefully work with them," said Dan. A trifecta combo of Alex realizing she did not want to be a graphic designer, Dan's desire to own his own business, and the 2008 recession hitting, prompted them to forgo their Colorado dreams and move in with Dan's grandparents in Ames.



Odd jobs and living in his grandma's attic occupied the next two years for both Dan and Alex. He worked at McFarland Clinic in the IT Department, updating their computer system overnight while also continuing to nurture and explore his interest in photography on the side.

He took on his first few freelance photoshoots with the goal of making images that were fun and fresh. Posting those on social media started a snowball that led to 12 wedding bookings the following year and McClanahan Studio was officially born in Grandma's attic. In 2010, the couple rented studio space in Downtown Ames and jumped in full-time.

It is generally recognized that creative people see the world differently, even if that process is not completely understood by everyone. This is not a philosophy that Dan holds. "Some believe that creativity is a magical gift that some people have, and others do not. Science shows that we all have it. It's a muscle that just needs to be exercised."

Shoot with Purpose

Walking the trade show with Dan at Imaging USA is like walking with an industry celebrity. He would not see it this way as a self-described introvert by nature, but he is stopped about every 5 minutes by another photographer. They are kindred spirits from across the country and they are the reason why he loves attending conferences like this one. They share the same business and creative struggles, and these are the people he has learned from over the years. "The most powerful thing in my career was being given permission by people that I admired to be myself rather than try to be them." These moments with friends transformed his career.

At his "Shoot with Purpose" presentation, he broke down his creative process. "It's important to define who the subject is," started Dan. He pointed to high school seniors, as examples, to understand their interests and what makes them unique. "When you understand the truth of someone, you can use it to define parameters in which to be creative. The best images are when truth harmonizes with an artist's creative vision and is brought to life using the craftsmanship that you've honed and continue to hone."

Dan is one the youngest photographers on record to receive all three degrees attainable: Master of Photography, Master Craftsman, and Master Artist. He is also an inducted member of the Society of XXV, an international group of the finest photographers in the world. The goal of XXV is to "raise the art of photography for the members to new standards through free exchange of ideas and techniques and to increase their business awareness accordingly."



Dan McClanahan
Owner, McClanahan Studio

For those who do not know Dan at Imaging, he blends in. His hair is generally disheveled, he's usually in a hoodie and t-shirt. He admits that he is most right brained when it comes to details, but that wiring is an asset for his image-making. He walks in the world as an artist and cannot shut off the photographic eye.

"We have to remember how to get bored because there is no creativity without boredom," said Dan during this Imaging USA presentation. "You need to give your brain space to take all the input, process it, form your own opinions and make your own ideas. That is where all the magic happens."

He has made a career from leveraging his boredom and making magic, including this year. Part of the Imaging USA conference is the International Photographic Competition with the final rounds of live judging taking place during the conference. It's a competition that Dan is familiar with, even as the format has adjusted over the years.

He's won the top Grand Imaging Award more than once in various categories and he's been recognized 10 times as the PPA International Photographer of the Year. This year, he had 7 images accepted to the finals.

To get to this point, over 1,600 images across 16 categories were scored by 15 judges to get an average score. Dan's 7 prints were among the top 32 in the



Dan and Alex McClanahan at the 2017 Imaging USA conference in San Antonio, Texas. That year, Alex earned her Masters of Photography degree from the Professional Photographers of America, it was Dan's first year on Team USA, and Dan won the Grand Imaging Award for Digital Artist.

country in their category. Head-to-head, live judging narrowed the pool and, in the end, two of his prints scored in the final four.

While at Imaging USA, it was also announced that Dan was selected to be part of Team USA at the World Photographic Cup. This is the fourth time Dan has been part of this prestigious team. It's an Olympic-style photographic competition where national teams compete in different categories. He was part of the 2018 team that won the competition for the United States and one of his images earned a bronze medal. Results of this year's competition will be announced in April 2024. His Illustrative family portrait was chosen among the top 10 in the world as part of this year's competition.

As an artist, Dan is conscious of staying sharp and balancing the realities of pursuing art while managing a business. He often builds in additional time during his commissioned portrait sessions to challenge himself to try something new. The result is often his best and most award-winning work.

"I want to set the tone of pursuing excellence," he tells the audience at his presentation "because excellence increases the magnitude of the impact we can have with our careers and on our communities."

With a portfolio, vision, and skill set, Dan McClanahan and his family could set up their award-winning business anywhere in the country, yet they have chosen to invest in Ames. Many of this year's images are Ames-centric. Ames Main Street, the Boone Airport, and an alley in Downtown Ames were all featured. He's given his time and talents to non-profits, including the Boys & Girls Clubs of Story County, and has featured Ames families and businesses with his commissioned work. "This is where our kids will grow up, so it's important that we give back and build community here."

Check out Dan's portfolio by visiting:

www.DanMcClanahan.com
www.McClanahanStudio.net



This family portrait image was a finalist in the 2024 International Photographic Competition, part of the Imaging USA Conference. It was also selected as a Top 10 image in the Illustrative Portrait category for the World Photographic Cup that will take place in April 2024.

TRACITION HISTORY

THE COLLEGIAN THEATER

BUILT in 1937
 LOCATED on Main Street
 in Downtown Ames

The Collegian Theater was one place where Ames residents could find relief from hot summer temperatures in the late 1930s. Built in 1937 by Joe Gerbach's Ames Theatre Company for \$142,000, the Collegian is remembered for its art deco front, neon signs, glorious sounds and state-of-the-art lighting.

The place was known for its modern architecture and furnishings everywhere from the lobby to the restrooms. At the time, the Ames Daily Tribune particularly reported on the sound quality of the new theater through Wester Electric's mirrophonic sound. "The mechanism which takes the sound from its 'track' on the film does so wholly without distortion or 'flutter.'" The Mirrophonic Living Sound came from a nest of 15 horns designed to "spray the sound" to every part of the theater from behind the screen.

A feature of the new theatre was the installation of special ear-phones for the hard of hearing. "The phones will be checked out to the patrons as they enter and will be plugged in at the seats," reported the Ames Daily Tribune."

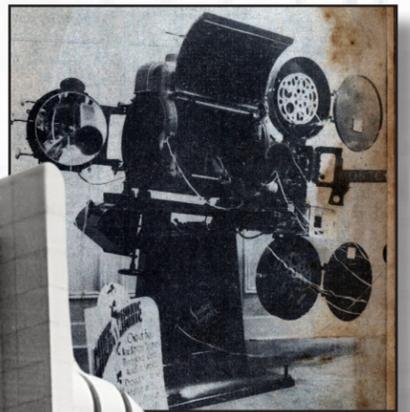
The theater, which could seat more than 900 people, was air conditioned and in the early 1950's, was the first theater in Ames ready to play movies in the widescreen format. Plays were also able to be performed in it. The Collegian frequently had long lines and the biggest Hollywood movies of the time.

As a result of declining attendance, the Collegian closed in January 1974. Its final night had more staff on hand than attendees. The building was sold, and today, the building is occupied by U.S. Bank on Main Street in Downtown Ames.



Above: Children standing in line at the Collegian Theater.

Right: One of two projectors used at the Collegian Theater. Each cost \$5,500.



AHM
 AMES HISTORY MUSEUM

Images and information for this page was produced in collaboration with the Ames History Museum (AHM). The Ames History Museum expands Ames' history through online resources, exhibits, and event programming. Learn more on their website.

www.ameshistory.org





Dr. Kanlaya Barr

Director of Corporate Economics, John Deere

Economic Outlook Breakfast

DATE: January 18, 2024

Kanlaya Barr, Director of Corporate Economics at John Deere, provided the keynote address for the 2024 Economic Outlook Breakfast. Since joining Deere twelve years ago, Dr. Barr has held various roles in forecasting, analytics, and economics. Her team analyzes agriculture and construction fundamentals and provides short and long-range machinery forecasts, and guidance for senior leaders and investors.

Legislative Kickoff Breakfast

DATE: January 5, 2024

The Ames Chamber of Commerce is the leading voice for promoting economic growth policies and initiatives on behalf of the business community across Boone and Story County. To kickoff the 2024 legislative season, six legislators representing the Ames MSA attended an event to answer questions from constituents. It was a great way to hear from state legislators as the legislative session began. Senators Jeff Elder, Jesse Green, and Herman Quirnbach, along with Representatives David Deyoe, Elizabeth Wessel-Kroeschell, and Ross Wilburn were all in attendance.



1 Millions Cups

Every Wednesday morning at the Ames Chamber of Commerce office

Every Wednesday, 1 Million Cups provides a supportive, inclusive space for entrepreneurs and their communities to gather and connect, where they can work through business challenges and identify opportunities.

Building and growing a business can be hard. We believe in the value of community to make it easier. Originally organized in 2012, Ames is one of over 100 in the nation. Every presentation is open to the public and can be attended in-person at the Ames Chamber of Commerce office or live on the 1 Million Cups - Ames Facebook page.



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

Annual Luncheon

DATE: December 5, 2023

New York Times bestselling author Tommy Spaulding, provided the keynote address at the 2023 Ames Chamber of Commerce Annual Luncheon. This year, the event was open to the public and over 700 attendees were able to listen to his message of being a heart-led leader. In his message, he estimated that each person influences 80,000 people in a lifetime, which is nearly 3 people a day. Servant leadership moves the needle in business and community, and we hope Tommy's message influenced your leadership as we move into 2024.



Tommy Spaulding

New York Times Bestselling Author

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

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

New Members

- [Council for Agricultural Science and Technology](#)
- [Peoples Bank](#)
- [Aerotek](#)
- [Amero Bakery](#)
- [Iowa Business Growth](#)
- [Renewal by Andersen](#)
- [Alzheimer's Association](#)
- [RE/MAX Precision](#)
- [House of Chen](#)
- [Collin Fett Real Estate Team](#)
- [Noon Kiwanis Club of Ames](#)
- [New Century FS](#)
- [All Aboard for Kids](#)
- [Studio 205 and Event Venu](#)
- [Garbanzo Mediterranean Fresh](#)
- [Sandler Training](#)
- [Hanks Drone Service](#)
- [Pasta Al Forno](#)
- [Commerce Bank](#)

AWARDS

Since 1987, the Ames Chamber of Commerce has recognized individuals and businesses who have shown exemplary service and commitment in their profession or in the community. This year's Annual Awards ceremony took place on January 25, 2024, at Prairie Moon Winery in Ames.



COMMUNITY IMPACT PROJECT

CHILDSERVE

Since opening in 1995, ChildServe has been a staple in the community for families raising a child with special healthcare needs. Their recent expansion doubled their space and included a customized space for the Autism Program and a unique floor plan where children can smoothly transition between individual and group therapy activities. Children across multiple services will also enjoy the state-of-the-art, fully-equipped Georges Niang Therapy Gym.



COMMUNITY IMPACT PROJECT

COLO CHILDCARE

YSS and the Colo-NESCO Community School District started providing before and after school care this school year through the YSS Kids Club Program. This opportunity is a result of community partnerships that include city, county, school district, nonprofits, and local employers. Funding from YSS, Story County Board of Supervisors, Power of Connection Grant by ITC Midwest and Iowa Rural Development Council, and the Colo-NESCO School District supporting the project.



BUSINESS OF THE YEAR

TODD & SARGENT, INC.

Todd & Sargent has specialized in design, engineering, and construction of grain elevators, flour mills, and oilseed processing facilities since 1933, celebrating an incredible 90 years in business in 2023. Headquartered in Ames, more than 300 employees across North America are supporting the work of Todd & Sargent, which has expanded their operations into Canada. They have a long history of charitable giving that underscores the value they place on community. A very visible and recent example is the generous contribution the company, and Sargent family members, made to the Fitch Family Indoor Aquatic Center that will break ground in the spring of 2024 in Downtown Ames.



BUSINESS & STUDENT ENGAGEMENT AWARD

NEVADA iJAG

Iowa Jobs for America's Graduates, otherwise known as iJAG, is a program provided in some schools to help students develop career readiness, including leadership skills, training, career education, and employer engagement. In collaboration with the Nevada Economic Development Council, they started a workforce committee that collaborated on Career Day and College Fair along with a Business Etiquette luncheon over the past year. With just those two events, all seniors who graduated through the iJAG program have successfully secured jobs.

VOLUNTEERS



SAM STAGG

is one of the Principals of 10Fold Architecture + Engineering, and currently serves as the past chair of the Ames Main Street Board of Directors. In the last year, Sam helped move forward the Downtown Ames Master Plan, and promoted and sustained a culture of collaboration with Ames Main Street partners.



JIM PETERSON

has been a dedicated volunteer at the Ames Main Street Farmers' Market, donating over 2,500 hours of service in the past 11 years, never missing a weekend. There is rarely a week where the Market doesn't tap into his expertise with electrical issues, tent repairs, or jumping a vehicle with a smile on his face.



JEFF ILES

served two full terms on The Ames Foundation board and has been the "Trainer-extraordinaire" for many years during the fall and spring tree plantings. Over the years, Jeff has provided his professional expertise in horticulture by training hundreds of volunteers on how to plant trees.



NATE KUHN

is a Loan Portfolio Manager with Northwest Bank and has been a vital part of the Ambassador Program since 2022, supporting all Chamber events. He has participated in Leadership Ames and he is currently serving on the 2024 FUEL Advisory Council.

HOUSING IMPACT AWARDS



KADING PROPERTIES

With a mission to support the working family that traces back to the inception of the company, Kading Properties is a family-owned property management company that partners with communities throughout central Iowa to provide private entrance, front door residences that are attractive and affordable. The Gateway Cottages project, located along Highway 17 in Madrid, Iowa, continues in the tradition of investment in rural Iowa. Opening in summer of 2024, the development will add an additional 18 two and three bedroom townhome units with attached garages to support the growing housing need in this thriving community.

FRIEDRICH IOWA REALTY

For more than 90 years, Friedrich Iowa Realty has embodied dedication, vision, and a deep-rooted commitment to serving Ames and central Iowa with a variety of real estate and land development services. The Bluffs, at the intersection of George Washington Carver Avenue and Cameron School Road in North Ames, continues that visionary legacy. The 107-acre residential subdivision now under construction includes a variety of housing opportunities, including villas, townhome units, and single-family homes, adding approximately 215 new housing units to the Ames community. Lots are on sale now and are projected to be ready for construction in mid-2024.



FLUMMERFELT ENTERPRISES, INC.

Flummerfelt Enterprises has grown to 8 manufactured home communities between Ames and Nevada and they have been a generational business in Story County since the early 1980's. Today, more than 900 families call a Flummerfelt neighborhood home. In 2022, Flummerfelt Enterprises purchased the Homemakers Mobile Home Park in East Nevada, a property that was in great disrepair and a concern for the City of Nevada. In partnership with the City of Nevada, they renamed it Sunridge Estates and provided many upgrades. More than 30 old, dilapidated homes have been removed and many replaced with new homes as they continue to meet the growing housing needs of the Ames MSA.



HUNZIKER COMPANIES

Recognized for its stellar reputation for serving individual, family, and commercial real estate needs since 1952, Hunziker Companies have demonstrated an unwavering commitment to the growth and well-being of Ames and the surrounding communities. The first phase of the Sunset Ridge Development in West Ames includes 32 single family lots, 8 townhome units, and 6 cottage format lots designed to meet the needs of families and first-time home buyers. Included in the plans are trails that will connect the neighborhood to a new 50-acre city-owned park on its northern edge. Lots are expected to be available for construction in Spring of 2024.



▶ ENTREPRENEUR OF THE YEAR

ASHLEY REDEKER, MODERN DRESS

Ashley Redeker has grown Modern Dress in Boone into one of the premier wedding stores in Iowa. The establishment has been named the #1 Wedding Store in Iowa by Knot.com and is a Gold and Hall of Fame business and the best for bridal gowns and bridal accessories in Iowa. In addition to owning Modern Dress, Ashley sits on the board of directors for Boone Bank & Trust, the bank that supported her business purchase. She's active in downtown Boone, and in 2023, she served as President for the Boone County Economic Growth Corporation where she led efforts to increase that organization's funding and facilitated the organization to a regional economic development partnership.



ECONOMIC DEVELOPMENT VOLUNTEER OF THE YEAR

OGDEN LEGACY

Promoting economic, industrial, professional, and community welfare for Ogden is the focus of Ogden Legacy. Ogden Legacy facilitated the construction of a healthcare clinic in Ogden, and in 2021, they raised funding to support the attraction of a grocery store to Ogden. In 2022, they cut the ribbon on a new Fareway in their downtown.



▶ TRAILBLAZER OF THE YEAR

NELSON ELECTRIC

Nelson Electric, and the Nelson family, have been a business staple in the Ames community for 115 years, supporting the greater good through a wide array of projects. Jerry Nelson and his sons, Chris and Matt, have truly blazed a trail on how to engage and serve as leaders in the community. Each has served on the board of directors for service and business organizations, non-profits, religious, and those that support the arts. The Nelsons are also investing in downtown Ames with the purchase of the former Ames Tribune Building and the building located at the southeast corner of 5th Street and Burnett, which is now home to two incredible downtown businesses – The Recipe, and Potters Shoppe & Eatery.

▶ FUEL 4 UNDER 40



MINDY BERGSTROM

is a phenomenal small business owner in Ames with 5 businesses in Downtown Ames, including Cooks' Emporium, Z.W. Mercantile, Nook & Nest, Nook & Nest at Home, and The Recipe. She is one of the most active community members, always striving for betterment within the community.



STEVEN LAWRENCE

is consistently volunteering his time for the betterment of the community, communicating the amazing things happening in our region through his role as Director of Marketing for the Ames Chamber of Commerce, and can often be found at FUEL events. He will be an instrumental part of FUEL for years to come.



ABBIE MILLER

is the Manager of Client & Business Services for AgCertain Industries, and has served on the Greater Iowa Credit Union Board, the Ames Chamber of Commerce Board, Promotions committee for Ames Main Street, and Central Iowa Workforce Development Board, in addition to being active in FUEL.



MELISSA MUSCHICK

is the epitome of a servant leader, excelling at connecting business leaders to create the greatest impact. In a new role as the Director for Partner and Business Development for Discover Ames, Melissa continues to grow her influence throughout the Ames MSA as a mentor to many and advocate for the community.



▶ COMMUNITY IMPACT PROJECT

IOWA ARBORETUM TREEHOUSE

In May 2023, the Iowa Arboretum & Gardens, located in Madrid, Iowa, began its first transformational project in 23 years with the start of Treehouse Village. The project will feature multiple treehouse experiences and an all-inclusive treehouse playground for children of all ages and abilities, including those with special needs. The project is scheduled to open in the spring of 2024.



▶ COMMUNITY IMPACT PROJECT

NEVADA FIELD HOUSE

Construction of the Nevada Field House began in July 2022 and opened in early 2024. The 56,000 square-foot project includes multipurpose basketball courts, turf area, batting cages, and a unique indoor playground for younger children. The upper level includes a 3-lane track and space for programming. Funding for the \$7.7 million project was secured through private donations and a \$424,000 Community Attraction and Tourism grant.

▶ ECONOMIC IMPACT AWARDS



3M

3M announced in 2023 their plan to expand its production facility in Ames. A longstanding, quality corporate citizen in the market since 1970, having expanded the facility numerous times over the years, they formally announced in August a \$13 million expansion and the increase of another twenty-five meaningful employment opportunities.

AGRIBRINK

AgriBrink's innovative on-the-go tire inflation and deflation system technology allows farmers to control tire pressure of machines from the cab, offering the potential for improved soil health, increased yields, and reduced fuel consumption. In 2023, the company chose to relocate their successful Canadian-based business to Boone County.



BELLA COMMERCIAL

Bella Commercial's Anthem development project in Huxley is truly transformative. The 120-acre project will include housing and industrial components along with new restaurant options and health care efforts. The idea stems from Chris Gardner's dream of building a community with a small town feel and incredible amenities. The project is already transforming the Huxley community and will continue to do so for years to come.

GROSS-WEN TECHNOLOGIES

In 2014, Gross-Wen Technologies was founded as a way to help municipal and industrial clients effectively treat wastewater in more economical and reliable ways through a sustainable algae-based wastewater system. In 2023, they established an algae fertilizer production facility in rural Boone County for their greenhouse and R&D operations.



▶ DIVERSITY, EQUITY & INCLUSION AWARD

THE ARC OF STORY COUNTY

The Arc of Story County is an advocacy based non-profit organization serving Story County. The Arc partners with local businesses, providers, and community members to enrich the lives of people with disabilities, focusing on three areas: Healthy Lifestyles and Special Olympics, Respite Care, and Project Search. The Project Search partnership between Iowa State University and the Arc of Story County is in its seventh year. During that time, 48 people have participated in the program. Today 93% of past participants are actively employed. Project SEARCH utilizes a combination of classroom instruction with workplace internships to prepare individuals with developmental and intellectual disabilities for competitive employment. Project SEARCH serves young adults, ages 18-30, with disabilities who have graduated from high school.



I ► ECONOMIC IMPACT AWARDS



KENT CORPORATION

In September 2023, a dedication ceremony took place at the Iowa State University KENT Feed Mill and Grain Science Complex, located along Highway 30. The event commemorated Kent Corporation's continued investment in the Ames region and highlighted their lead gift of \$8 million to the project. Kent Corporation also has a great presence at the Iowa State University Research Park as they continue to be a powerful Iowa legacy company brand.

LANDUS COOPERATIVE



Landus Cooperative is an Iowa-based co-op that provides a wide array of products and services that support their farmer-owners. Their new project in rural Boone County consists of a new state-of-the-art facility, 66,000 square foot building on 35 acres that is used for chemical and seed storage. Landus produced over 100,000 gallons of foliar slow-release nitrogen in the first operational year and 250,000 gallons in subsequent years.



M.H. EBY

Industry-leading trailer and truck body manufacturing brand, M.H. EBY operates 3 manufacturing and 7 sales and service dealerships across 6 states, including a manufacturing operation in Story City, Iowa. EBY has continued to invest in its manufacturing facility in Story City, growing from 45,000 square feet to its current operations of 122,000 square feet in 2021. Another 100,000 square foot, \$15 million expansion is currently underway that will add an estimated 120 new jobs.

MID-STATES COMPANIES



Mid-States Companies manufactures grain material handling systems, structural support metal fabrication for towers, catwalks, and balconies. In 2023, Mid-States Companies announced plans and began construction on a new corporate headquarters and expansion of their manufacturing area. The project will result in the creation of new jobs and support the company's projected growth over the next 5-10 years in Nevada.



NEW CENTURY FS

A recent company merger and territory expansion led New Century FS to seek a more central location within the market for a new headquarters. After a regional search, Ames was identified as a prime location both geographically, as well as strategically for access to skilled workforce, robust agricultural activity, and proximity to Iowa State University. The new facility located on South Bell in Ames brings more than 30 employees to the area.

RES PROPERTIES



Gilbert LTD/RES Development was formed in 2022 with the objective of stimulating the economic development of Story County with an emphasis on the community of Gilbert. They have achieved remarkable progress towards their goal by partnering with the City of Gilbert on the multi-million-dollar investment of ten acres that will be developed into a finished light industry and service business park with multiple new buildings.



WYFFELS HYBRIDS

This Illinois-based agriculture company announced in October of 2022 their intent to become the first tenant in Prairie View Industrial Center on the east side of Ames. The first phase of the project is located on 150 acres and will be home to a new warehouse and distribution center that is currently nearing completion. The project broke ground in 2023, and Wyffels Hybrids plans to begin shipping from the Iowa site later this spring.

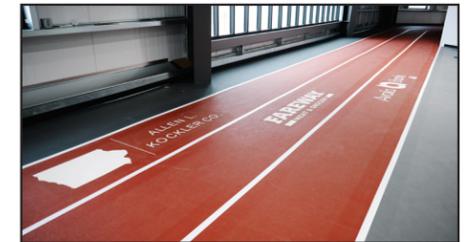
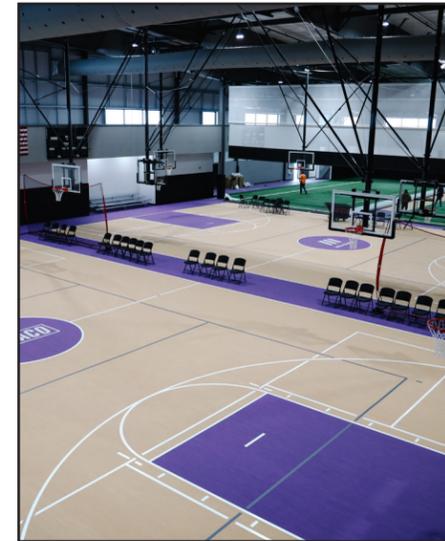
I ► CULTURE CURATOR OF THE YEAR

TMC TRANSPORTATION

Since 2013, TMC Transportation has been employee-owned and offers an employee-centric benefit package, weekends off for drivers, competitive wages, and opportunities for advancement. Evidence of TMC's commitment to employees is a 57% driver retention rate, more than twice the industry average. Since 2017, TMC has operated a Student Training Center at the Iowa State University Research Park, growing its footprint as it provides an increasing number of Iowa State students opportunities to learn transportation and logistics from an industry leader. Dozens of students every year learn quickly the essence of contributing to a fun, dynamic, improvement-oriented company in the TMC Student Training Center.



TR ▲ CTI ▲ N PROJECTS



I ► NEVADA FIELD HOUSE

The Nevada Field House officially opened in February 2024 after just over a year of construction. The 56,000 square-foot project includes multipurpose/basketball courts, turf area, batting cages, a unique indoor playground for younger children, and offices for the City of Nevada Parks and Recreation Department. The upper level includes a 3-lane track and large multi-purpose space for classes and programs. The space is open to the public for casual use with opportunities to rent space for formal activities. Funding was secured for the \$7.7 million project, in part through a combination of private donations and a \$424,000 Community Attraction and Tourism grant from the Iowa Economic Development Authority.



I ► PIVOT BIO

In January 2024, Pivot Bio held a ribbon cutting event that marked the official opening of their new state-of-the-art facility in the heart of the Iowa State University Research Park. The 36,000 square foot building will be home to hands-on demonstrations, technical training, and personalized support with their customer service team. Pivot Bio provides farmers with a reliable source of nitrogen for their corn, wheat, sorghum, and other small grain crops.

I ► STEVEN L. SCHAIKER PLAZA

Located across from Ames City Hall, the Steven L. Schaike Plaza is scheduled to be complete and open to the public in early summer 2024. The new community gathering space in Downtown Ames will include water features, seating areas, landscaped green space, and will accommodate winter ice skating. Construction began in September 2022. The new plaza will bring more people to Downtown Ames with interactive activities that encourage longer visits. It will complement other public spaces such as Bandshell Park and Tom Evans Plaza.



I ► HUXLEY SPLASH PAD

The Enhance Iowa Board awarded a \$100,000 Community Attraction and Tourism (CAT) grant to the City of Huxley for their proposed splash pad. The \$840,000 project includes the construction of a new free-access splash pad at Nord Kalsen Park. The Enhance Iowa Program through the Iowa Economic Development Authority provides financial incentives to communities for the construction of recreational, cultural, educational or entertainment facilities that enhance the quality of life in Iowa.

CENTER OF THE RUNNING COMMUNITY

FITNESS
SPORTS

If your new year's resolution is to hit the pavement more often to get in shape for that upcoming 5K, or simply with a renewed interest in getting back in shape, then you should get to know Seth Kilborn at Fitness Sports.

"Our goal with Fitness Sports – Ames is to support and grow the running community in Ames," said Kilborn. The new store, located in Downtown Ames, opened in July 2023, and is quickly positioning itself as the center of the running community.

Kilborn has been a runner nearly his entire life and it continues to be his passion. "To me, running is a way for me to push myself, stay active, and it's a great way to socialize," said Kilborn. "I have met a lot of great people through the sport. Running is so simple. All you need is a good pair of shoes and a sidewalk to take you places you never thought you could go."

Fitness Sports specializes in getting customers the perfect pair of shoes for their walking or running interests. "What makes us different from other shoe stores is our expertise and the specificity of what we do," said Kilborn. Customers can receive a free gait analysis that looks at the arch height and width of a foot. "We look at how your ankles and knees move when you run and make a shoe recommendation based on that analysis."

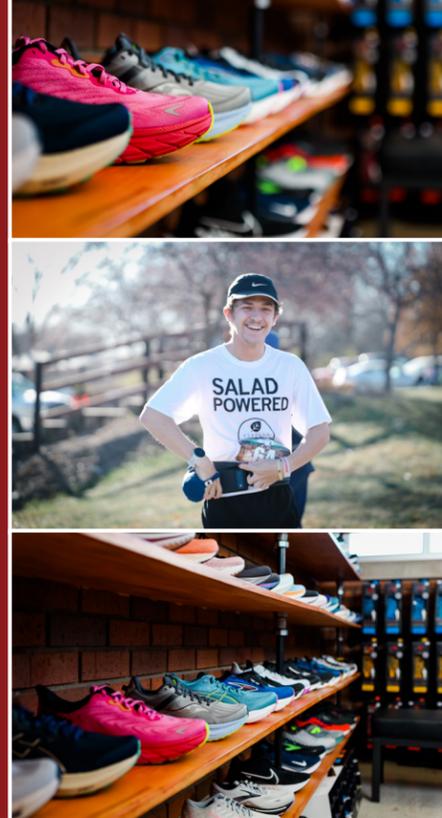
The store caters to both walkers and runner with about 65% of sales to those interested in walking. "While we are known as a running store, we also serve a lot of walkers," said Kilborn. "We believe it is just as important to be in the correct shoe when

you're walking as it is when you're running."

Kilborn attended and competed for Indian Hills Community College in Ottumwa and Grand View University in Des Moines. "I was lucky to be able to travel to meets all over the country and meet a lot of great people," said Kilborn. He continues to be an active runner. In October 2023, he placed sixth at the IMT Des Moines Marathon with a time of 2:39.48. In November, he embarked on a 50-mile race at Jester Park along with his running friend Clayton Mooney, powered by Clayton Farms Salads. He had to withdraw from the race due to an injury after 42 miles, but he is eyeing another race in 2024.

The ultra-race is his new running passion. "After spending my high school and collegiate career trying to run as fast as I could, I now am curious just how far I can go. Ultra-races are an entirely different monster to anything I've done before." He desires to master the 50-mile distance and then move up in distance, aspiring to complete a 100-mile race.

Fitness Sports – Ames supports local races best they can, wants to see new ones come to town, and is looking to organize their own over time. They also host free group run/walks from the store one to two times a month, with more coming in the summer of 2024. Find these events and more information on their Facebook page. "We want everyone to have a safe space to be active and have fun. Whatever your pace, everyone is welcome."



Seth Kilborn and Clayton Mooney, owner of Clayton Farms, competed in the Stuffed Turkey Endurance Race, a 50-mile ultramarathon at Jester Park in November. The two were "Salad Powered" and sponsored by Clayton Farms Salads.

Seth Kilborn
Manager, Fitness Sports Ames

www.FitnessSports.com

Fitness Sports is located at 410 5th Street in Downtown Ames

FITCH FAMILY INDOOR AQUATIC CENTER

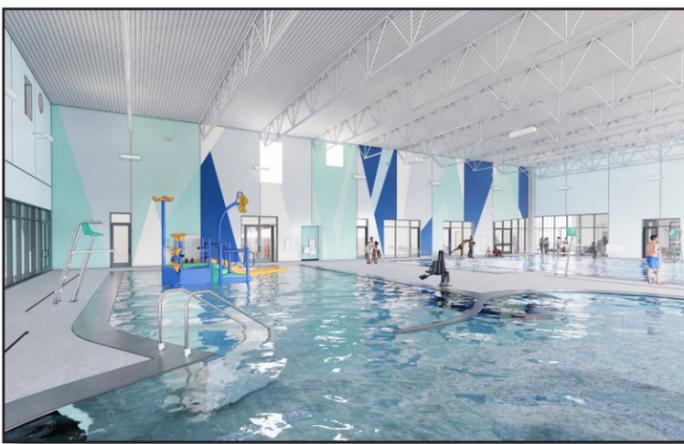


The Fitch Family Indoor Aquatic Center will break ground later this spring, bringing to Ames a facility that will meet the indoor swimming needs of the community. The new 38,900 square foot facility will be located on Lincoln Way, west of Grand Avenue, across from the Iowa Department of Transportation headquarters, built on the property of the old St. Cecilia Church and School.

Prior to March 2022, the Municipal Pool, located at Ames High School, provided indoor swimming opportunities for the school district and Ames community. That facility was closed and demolished in spring 2022 as the new Ames High School was opening. This left the community without an indoor swimming option.

“For years, Mayor Haila and the Ames City Council have explored options to provide year-round indoor aquatics to residents,” said Parks and Recreation Director Keith Abraham. “From planning to location to funding, moving this project from concept to implementation has taken determination, creativity, collaboration, and leadership. The new facility will fill a significant recreation and wellness void for Ames.”

Fundraising for the project began in 2021 and was led, in part, by Ames Chamber of Commerce President & CEO Dan Culhane. “When we started talking about this project to prospective donors, the response was tremendous,” said Culhane. “The business and community leaders were quick to support this project because they all knew that it was an



amenity that our community needs not only for today, but for our future growth.”

In February 2023, the Ames City Council thanked the 42 donors who gave a total of \$10.4 million for the project. Rich and Mary Fitch, who own Furman Realty in Ames, and their family gave \$3 million toward the project.

The Fitch Family Indoor Aquatic Center is being planned to take advantage of the State of Iowa’s Reinvestment District Program (RDP). This program allows new state sales and hotel/ motel taxes generated by new developments constructed within a City Council-created Reinvestment District to be rebated back to a municipality over a 20-year period. The Ames City Council created a Reinvestment District that includes the aquatic center property along Lincoln Way, much of Downtown Ames, and new development proposed on property north of Lincoln Way from Clark to Kellogg avenues (called “The Linc”). The City of Ames has submitted an application to the Iowa Economic Development Board to receive a rebate of up to \$10 million based on any new revenue generated by the proposed development.

The facility’s base bid was estimated at just under \$28.4 million. The city has \$20.5 million set aside for the construction, which has been estimated to cost just under \$20.3 million. A handful of multi-purpose rooms and a walking area were added to the blueprints for an additional \$1.5 million, bringing estimates to the \$32 million mark. In December 2023, the project was awarded a \$500,000 Community Attraction and Tourism (CAT) Grant from the Iowa Economic Development Authority.

When complete, the project will provide year-round recreational swimming opportunities in the community. It will support aquatic education classes and include a lap pool, recreational pool with play structure, have a current channel, and an indoor/ outdoor water slide.

Construction for the aquatic center will start in the spring of 2024, with the official opening expected for 2025. Demolition of the existing buildings on the property is already underway. Construction will continue through October 2025 with the grand opening taking place in November 2025.



The Fitch Family Indoor Aquatic Center will be located on Lincoln Way, west of Grand Avenue, across from the DOT headquarters.



WHAT ARE

Community Attraction and Tourism (CAT) Grants

The Community Attraction and Tourism (CAT) program assists communities in the development and creation of multiple purpose attraction or tourism facilities. CAT awards can help position a community to take advantage of economic development opportunities in tourism and strengthen a community’s competitiveness as a place to work and live.

According to the Iowa Economic Development Authority, CAT projects may include, but are not limited to the following: museums, theme parks, cultural and recreational centers, recreational trails, heritage attractions, sports arenas, and other attractions. “Attraction” means a permanently located recreational, cultural, educational, or entertainment activity that is available to the general public.

Historically, CAT awards have been between 10-20% of total project costs. Applicants must document at least 65% of the total project cost has been raised prior to applying. This must be in the form of cash donations or pledges. The Enhance Iowa Board who awards the grants has an award cap policy of \$1 million, and typically does not make an award of more than 20% of project costs. CAT awards are “last dollar in,” which means the Enhance Iowa Board will not make an award until the applicant has raised all or most of its fundraising match.



Over the past nine years, Alluvial Brewing, located in north Ames, has developed over 100 unique blends of beer, and has evolved and positioned themselves as a social outlet for ale and lager enthusiasts, and music lovers.

Elliot Thompson opened the brewery in March 2015, along with co-developers Jason Peterson and Matt Nissen, who is also the manager at Prairie Moon Winery. At the time, Thompson was an organic vegetable farmer on the acres near the winery and used the building that is now Alluvial for storage.

With a small amount of experience in brewing, the three embarked on the new venture. "We wanted a name that tied into the prairie and farmland out here," said Thompson as he reflected on the first tough decision. A musician friend was going to name her first album Alluvial, and Thompson was quick to pick it up for the new business. "It has a great geological feel to it. The name was easy. The logo took some time."

"When we first started, we had a small system," said Thompson, thinking about the early days. "It was almost like an expanded homebrew system because that was the right fit for us at the time." Their small tap room served what they needed for a time, but after three years, they were looking to expand. "We outgrew the space pretty quickly."

The expansion allowed Alluvial to focus on music, quickly becoming a sought-after venue in the region. In December 2019, they built a performance stage



Alluvial Brewing hosts approximately 70 music acts a year, focusing on bluegrass and Americana genres.



and since then have continued to make incremental improvements to aesthetics and acoustics. "We strive to be an active part of the incredible music community in our area," said Thompson.

Over the years, they have found a strong interest in bluegrass and Americana acts. In all, they host about 70 shows a year, supporting local artists. In recent years, they have expanded to regional and national touring acts, while sprinkling in a jazz act or two along the way. The style of music pairs well with the outdoor, summertime, prairie and farmland view.

Alluvial is a place to connect with friends, build community, and live in the moment. The music and landscape contribute to the vibe, along with the quaint taproom full of local art. You won't find a television in any of the rooms, notes Thompson, because, "we want our guests to focus on conversation, connect with people, and just hang out."

The Gilbert Gold has consistently been the most popular beer at Alluvial. But with up to ten beers on tap at any given time, and new ones coming weekly, you're sure to find one to fit your taste.



Elliot Thompson
Owner, Alluvial Brewing

www.AlluvialBrewing.com

Alluvial Brewing is located at 3715 West 190th St in Ames

Rob Denson Becomes DMACC's Longest-Serving President

(December 5, 2023)
DMACC President Rob Denson achieved a significant milestone by becoming the longest-serving president in DMACC's 57-year history, surpassing the 20-year mark of former DMACC President Joseph Borgen. Denson marked his first Monday in office on November 3, 2003, by driving nearly 200 miles to visit all six DMACC campuses in a single day. During his tenure, the College has grown by more than 50 percent by focusing on quality faculty, staff, administration and instruction; keeping tuition low; and developing public and private partnerships.



The Pappajohn Center for Entrepreneurship Wins Model Accelerator Award for CYstarters

(January 17, 2024)
The Iowa State University Pappajohn Center for Entrepreneurship was the recipient of the Model University Accelerator/Incubator Award at the 2024 Excellence in Entrepreneurship Education Awards, hosted by the United States Association for Small Business and Entrepreneurship (USASBE). The award recognizes collegiate programs that empower young entrepreneurs to transform their ideas into viable and scalable businesses.

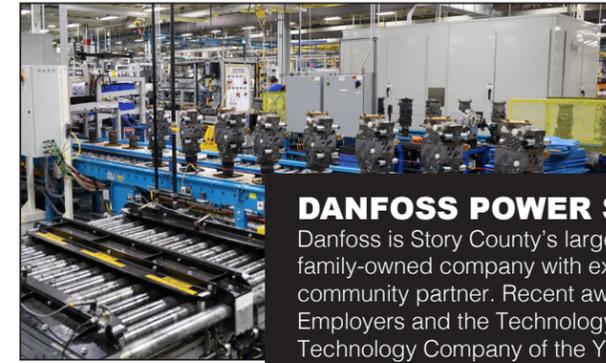
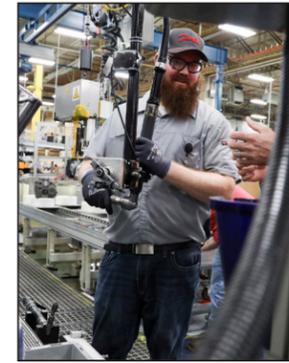


Sawyer Brown Announced for Pizza Pie Looza Event

(February 9, 2024)
Sawyer Brown, whose hits and high-energy performances span four decades, will take the stage in Nevada, Iowa, on May 11, 2024, as the headliner for the third annual Pizza Pie Looza. Joining Sawyer Brown on the Main Stage will be special guest Mark Wills and Iowa musician Monica Austin. Wills first appeared on country music radio in 1996, topping the charts repeatedly for the following decade. Austin was named the Midwest Country Music Organization's 2023 Entertainer of the Year.



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▶ TRACTI • N Contributions

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Printing:
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Alex McClanahan Elliot Thompson
Seth Kilborn Marlys Barker
Clayton Mooney ... and the entire
Rich McCay-Read Ames Chamber of
Alex Fejfar Commerce team!
Susan Gwiasda

"We don't rise to the level of our goals, we sink to the level of our systems." This quote from James Clear, author of Atomic Habits, was one I've heard several times recently, and I imagine it is a theme among many business leaders. Here at the Ames Chamber of Commerce, our work in marketing and communications requires a high-volume creative output. Website updates, multiple social media accounts, a lot of events, e-newsletters, and this Traction magazine, are all part of that process. I've spent a notable part of the past year thinking about our workflow and how we can build in efficiencies. This system, always a work in progress, has increased our output capacity and we are then able to explore new opportunities.

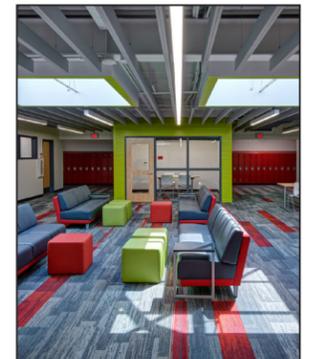
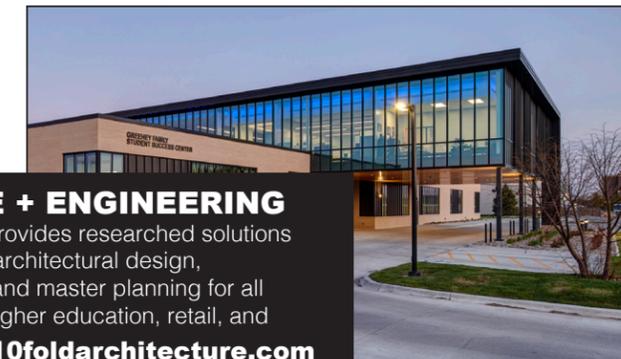
Google famously developed their "20% time" rule, allowing employees to pursue projects that may benefit the company. Risk taking and failure are inherently part of this equation, but so are new and innovative ideas. Structure exploring new ideas as part of your workflow and see where it takes you.



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