

# TR A CTI O N

A MAGAZINE FROM THE AMES CHAMBER OF COMMERCE

Fall 2023  
Issue 04



.....

DEAN DAVID SPALDING

# MASTER OF INNOVATION

.....

AT IOWA STATE

.....



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

**LEADERSHIP  
ENGAGEMENT  
ADVOCACY**



**Dan Culhane**  
President & CEO,  
Ames Chamber of Commerce

In July, the Register's Annual Great Bicycle Ride Across Iowa, known to all of us as RAGBRAI, once again visited Ames as an overnight stop. This was the 50th anniversary of the Iowa summer tradition and Ames has been part of it from the beginning. Ames was an overnight stop on the original 1973 RAGBRAI route, and the city served as an overnight town in 1983, 2008, and most recently in 2018.

By most accounts, the day was an incredible success and Ames showcased well for the 60,000+ guests that stopped here. The weather was hot, but when riders got to Ames, experienced Jack Trice Stadium, visited Downtown Ames, and let loose with Hairball and their litany of sing-along anthem songs, it felt great to be in Ames.

Thank you to Discover Ames who served our community as the lead organization for the overnight stop. They did an amazing job and were a great partner with other organizations that included the City of Ames, Story County, Iowa State University, and the Ames Chamber of Commerce, along with many other businesses who prepared for the day and volunteers who were essential to making the day a success.

Few realize how much of a heroic feat it is to host an event like this, and to do it well. I'm hesitant to even attempt to calculate the number of hours our community invested into this one day, not to mention the financial commitment that was required across our community.

There are a lot of ways that we could try to determine our return on investment for this day. I would encourage us to not get caught up in those details, but to acknowledge that it is simply the right work. RAGBRAI is an event that provides national attention to our state, and it is only possible because of individual community commitments to make it successful. From the accounts that I heard, Ames shined on that day, and that was a result of our community coming together to embrace the chaos.

**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.

# TRACTI•N CONTENTS

## 04 *Dean David Spalding: Master of Innovation*

06 - Alliant Energy Agriculture Innovation Lab

07 - Iowa State University Research Park

## 10 *We Will Collective Executive Director Brent Blum*

12 - YSS Ambassador Program

12 - Gateway Hotel & Conference Center Renovations

13 - Dogtown University

## 14 *Ames Delegation Celebrates 30 Years of Cultural Exchanges with Kosshu City, Japan*

16 - Iowa Arboretum & Gardens Treehouse Village

17 - The Slater Station

21 - Traction From the Sky

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### On the Cover

David P. Spalding is the Raisbeck Endowed Dean of the Ivy College of Business at Iowa State University, and Interim Vice President for Economic Development and Industry Relations. Now in his eleventh year at Iowa State, Spalding has been a foundational leader who has overseen the entrepreneurial growth at Iowa State and is at the center of innovation. Learn more about Dean Spalding in this feature article of *Traction*.

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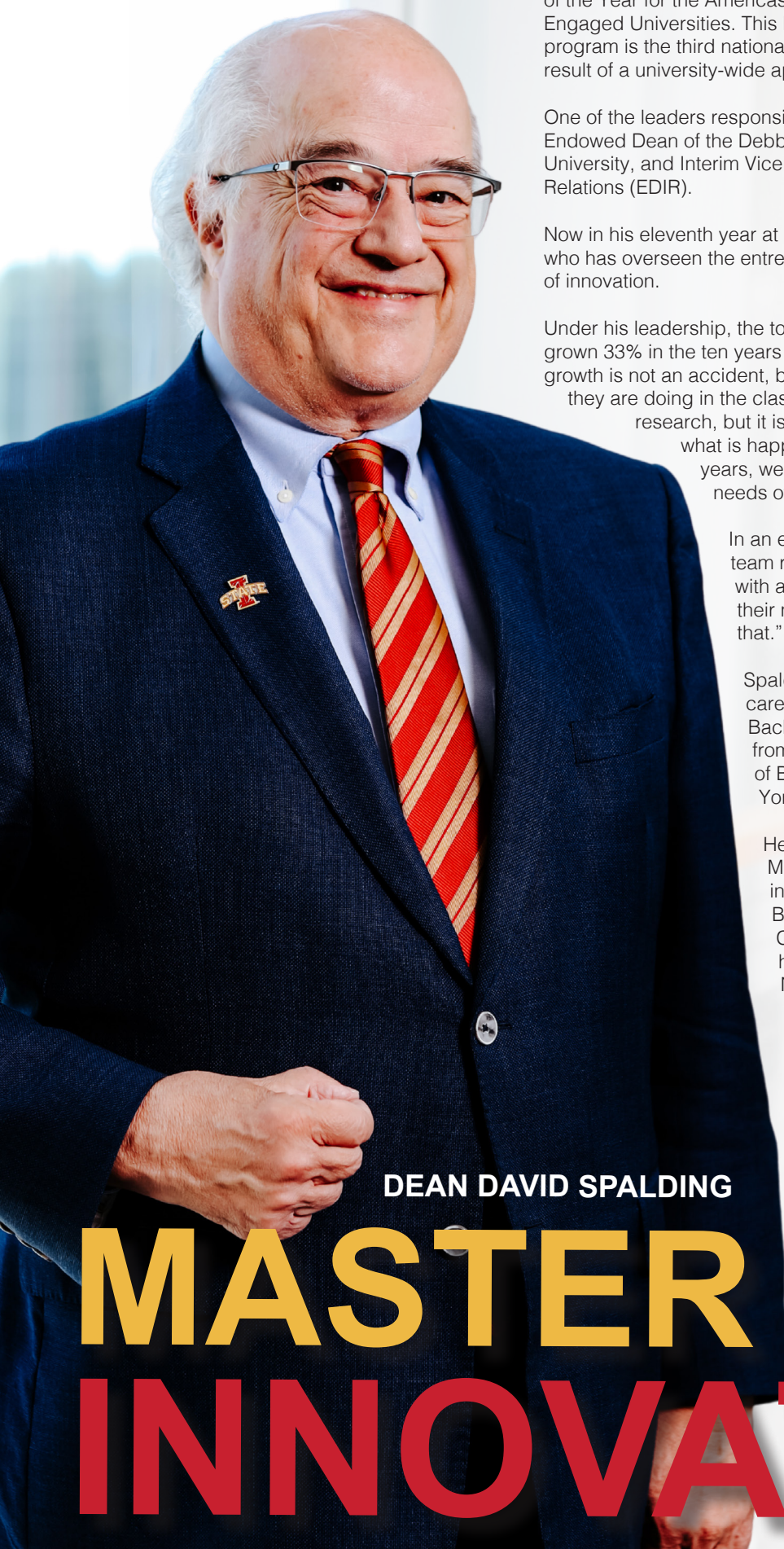
## TRACTI•N INVESTORS

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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. 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.



Iowa State University (ISU) was recently named the #1 Entrepreneurial University of the Year for the Americas by the Accreditation Council for Entrepreneurial and Engaged Universities. This latest recognition of Iowa State's entrepreneurship program is the third national or international award in as many years and is the result of a university-wide approach to supporting innovation.

One of the leaders responsible for this success is David P. Spalding, Raisbeck Endowed Dean of the Debbie and Jerry Ivy College of Business at Iowa State University, and Interim Vice President for Economic Development and Industry Relations (EDIR).

Now in his eleventh year at Iowa State, Spalding has been a foundational leader who has overseen the entrepreneurial growth at Iowa State and is at the center of innovation.

Under his leadership, the total enrollment at the Ivy College of Business has grown 33% in the ten years from 2012-2022. Spalding acknowledges that the growth is not an accident, but the result of great faculty who care about what they are doing in the classroom. "Iowa State is internationally known for research, but it is also essential that we be on the cutting edge of what is happening in the field," said Spalding. "Over the past 10 years, we have launched new programs after listening to the needs of our students and industry."

In an ever-changing business landscape, Spalding and his team recognize the importance of staying current. "We talk with a lot of businesses across the state to identify where their needs are, and we build our programs in response to that."

Spalding grew up in Kentucky and spent much of his career on Wall Street in New York City. He received a Bachelor of Arts degree in history cum laude in 1976 from Dartmouth College in New Hampshire and a Master of Business Administration degree in finance from New York University in 1984.

He began his career in New York with The Chase Manhattan Bank. His rounds in the banking industry included being vice president with The First National Bank of Chicago and senior vice president with GE Capital Corporate Finance Group Inc. In addition, he was a managing director at Lehman Brothers in New York, and more recently vice chairman of The Cypress Group LLC, a firm that he co-founded and co-managed.

After 29 years in banking and private equity investing, Spalding wanted to do something with a higher mission than Wall Street. "I always believed

DEAN DAVID SPALDING

# MASTER OF INNOVATION

Raisbeck Endowed Dean of the Debbie and Jerry Ivy College of Business at Iowa State University, and Interim Vice President for Economic Development and Industry Relations

in the transformative nature of higher education, and I wanted to give back to youth in particular.” He returned to Dartmouth and spent the next eight years in higher education, most recently serving as senior vice president and senior advisor to Dartmouth’s president.

Through a national search, Spalding landed in Ames, which was also geographically appealing to his family. “I was drawn into the land grant mission of Iowa State University,” said Spalding.

Comparing Dartmouth to Iowa State is not easy. Dartmouth is one of the smallest Ivy League schools, with a total enrollment around 6,000 students. But Spalding saw Iowa State was well-positioned to impact a vast number of students across the state, region, and country. “As a land grant university, I appreciate the practical admissions process that allows for broad student access, how the university is engaged in the economic activity of the state, and of course, the research component that has a global reach.”

During his time as dean, the college has added six undergraduate majors including entrepreneurship, business analytics, human resources management, health care management, actuarial science, and a bachelor of business administration (BBA), which is an online program for those who started college and want to complete their degree. In addition, five new master’s programs were launched including finance, business analytics, entrepreneurship, healthcare analytics and operations, and real estate development, along with an Executive MBA focused on agriculture, food and biosystems. This year, the college is launching a fully online part-time MBA program and next year, a masters of Accounting Analytics.

The office of Economic Development and Industry Relations (EDIR) that Spalding oversees, assists external stakeholders in accessing the unique capabilities and services of Iowa State University. EDIR is a single point of contact to streamline the process of making connections between industry and the university. This office includes Center for Industrial Research and Service (CIRAS), the Iowa Small Business Development Center Iowa (SBDC), Iowa State University Research Park (ISURP), the Office of Innovation Commercialization (OIC), and the ISU Pappajohn Center for Entrepreneurship.

Last fall, the Pappajohn Center for Entrepreneurship received the 2022 Nasdaq Center for Entrepreneurial Excellence Award, the highest honor presented by the Global Consortium of Entrepreneurship Centers, a group of more than 200 leading



university entrepreneurship programs around the world.

In 2021, Iowa State received the United States Association for Small Business and Entrepreneurship Model Program Award, the highest of the organization’s four annual Excellence in Entrepreneurship Education awards.

The most recent entrepreneurial ranking assessed the prioritization of entrepreneurial initiatives across the university and solidified ISU’s global reputation for innovation and excellence. “This award recognizes our approach to incorporate entrepreneurial initiatives throughout the university and foster an innovative mindset in our students, faculty and staff,” said Iowa State University President Wendy Wintersteen.

Innovation and entrepreneurship are ingrained in the culture at Iowa State University, so much, in fact, that it is part of the brand of ISU. “Iowa State has become a recognized national leader in innovation and entrepreneurship with world-class educational programs, activities, and facilities,” said President Wintersteen. “Our numerous awards for entrepreneurial education demonstrate that Innovate at Iowa State is helping our students express their amazing creativity to make the world a better place.”

It was this culture that not only appealed to Spalding, but one that he has leaned into and reinforced as dean and vice president. “There is a tradition of collaboration among the colleges and deans at Iowa State. In my experience, this collaboration is like nothing I have ever experienced before.”

The culture built the Innovate at Iowa State brand, and the brand is spreading a new energy across campus that is impacting all seven colleges. Iowa State University’s undergraduate entrepreneurship program is ranked #11 in the nation by The Princeton Review. Iowa State was the first public university in Iowa to offer an undergraduate major in entrepreneurship and only the eighth in the United States to offer a Ph.D. specialization in entrepreneurship. Programs like CYstarters, CyBIZ Lab, and ISU Startup Factory exemplify Iowa State’s culture of innovation and

# IOWA STATE UNIVERSITY.

## Economic Development and Industry Relations

*The Office of Economic Development and Industry Relations (EDIR) assists external stakeholders in accessing the unique capabilities and services of Iowa State University. EDIR is a single point of contact to streamline the process of making connections between industry and the university.*

More information about EDIR can be found at:

[www.econdev.iastate.edu](http://www.econdev.iastate.edu)



entrepreneurship.

For Spalding, it comes down to providing opportunities to students that will prepare them for the future and creating a positive economic impact on the state. He points to countless examples where the areas he oversees have a local, regional, national, and international impact and each is led by exceptional leaders.

The Iowa State University Research Park (ISURP), led by the President and Director Rick Sanders, has doubled in the past ten years. With tenants like Vermeer, Kent Corporation, Sukup Manufacturing, Workiva, and John Deere, the ISURP is a hub of global technology and innovation.

The Center for Industrial Research and Service (CIRAS), led by Director Mike O'Donnell, has helped more than 4,400 businesses and manufacturers in the past five years. The program reaches every county in Iowa and created an economic impact of more than \$3 billion.

The ISU Research Foundation (ISURF) and Office of Intellectual Property and Technology Transfer (OIPTT), led by Director Patrick Klepcyk, facilitates the inventive and creative works of Iowa State University's employees and students, and transfers that work for the benefit of society. Collectively, they work on about 100 patent applications and 1,400 supporting agreements in a year.

The Small Business Development Center Iowa (SBDC), led by Director Lisa Shimkat, offers no-cost business counseling to small-business owners and entrepreneurs. During the past fiscal year, SBDC counseled 4,217 clients and those companies self-reported more than \$156 million in sales increases, 213 new business starts, and 1,961 new jobs created.

The Pappajohn Center for Entrepreneurship has seen unprecedented success and been validated with top national and international awards. As an example, at the end of last year, 88 total startups have graduated from the ISU Startup Factory and more than \$47 million has been raised in external financing since the program's inception in 2016. Led by Director Judi Eyles, the Pappajohn Center is perhaps the definition of Innovation at Iowa State University.

In an op-ed, Dean Spalding said, "the return on the investment that the university delivers from federal and state sources is significant and the ripple effect reaches well beyond campus to benefit every corner of Iowa."

## **ALLIANT ENERGY AGRICULTURE INNOVATION LAB**

In March 2023, Iowa State University Research Park (ISURP) and Alliant Energy announced a new multi-tenant collaboration space to begin construction this summer.

The Alliant Energy Agriculture Innovation Lab will provide more than 85,000 square feet for ISU's College of Agriculture and Life Science's Digital Ag Innovation team as well as agriculture-based business tenants to access technology, research, development and each other for innovation opportunities primarily focused on digital and precision agriculture.



*Located at the Iowa State University Research Park*

"This project is the latest in our long-standing partnership with Alliant Energy," said Rick Sanders, president, Iowa State University Research Park. "Our mutual goal, to invest and innovate in the agriculture industry, will take a significant step forward in this collaborative new building. It will afford us the opportunity to create an epicenter of agricultural innovation here in the Midwest."

The building is envisioned to be the first of a multi-phase expansion at the research park in the precision and digital agriculture space. The Alliant Energy Agriculture Innovation Lab is expected to be completed by the fall of 2024. It will pair collaborative office and agricultural workshop space to allow for a unique and innovative work environment in Central Iowa. Over 70% of the building will feature high bay and lab space. The highly lauded Iowa State Digital Ag Innovation Lab research team will leverage this new space to grow its footprint with corporate partners and continue leading the way in ag tech innovation.



# IOWA STATE UNIVERSITY ResearchPARK

Iowa State University Research Park (ISURP) is a growing technology community and incubator for new and expanding businesses, providing access to the vast array of resources available at Iowa State University: from talent pipeline management to specialized equipment, to access to research infrastructure. ISURP is a 550-acre development serving 125 tenant companies, with more than 860,000 square feet of building space with two new buildings currently under construction.

The statewide impact from companies with strong ties to ISURP cannot be overstated; five companies that started at ISURP have gone public and multiple others have enjoyed successful liquidity events. The current tenant roster boasts world headquarters locations for two publicly traded companies and major research and development facilities for 10 others.

The Park was founded to provide the space and resources needed to advance science-based initiatives and assist startups and Iowa-based companies develop their potential by nurturing scientific and technological entrepreneurial ventures. Iowa State Research Park Corporation was established in 1987 as a not-for-profit, independent corporation operating under a Board of Directors appointed by Iowa State University and the ISU Foundation.

Iowa State University Research Park owns and operates 11 of 17 buildings on its campus, including technology and wet-dry lab incubators. In over 30 years of serving the University, researchers, and businesses, ISURP has seen incredible growth and even more amazing innovation from its tenants and has been a vital piece of the growth and vibrancy of the community. The ISURP partners with the University, the City, the State, and tenants to offer affordable office/lab space and the resources necessary for innovators to flourish.

ISURP has significantly expanded its agriculture and technology footprint and supporting research facilities to accelerate the goal of being the leading ag tech and ag innovation epicenter in the nation.



Learn more about the Iowa State University Research Park at:

[www.isupark.org](http://www.isupark.org)



**State of Education**

**DATE: August 10, 2023**

This year's State of Education event featured three local superintendent panelists: Dr. Julious Lawson, Ames Community School District, Dr. Christine Trujillo, Gilbert Community School District, and Julie Trepka, Boone Community School District. The conversation included topics on infrastructure, the impact of state legislation, mental health supports, the excitement of the upcoming school year, and challenges ahead.



**Women in Leadership: StrengthsFinder**

**DATE: July 13, 2023**

Tanya Austin, Assistant Director of Career Services for the Iowa State University Ivy College of Business, led this Women in Leadership session through a StrengthsFinder assessment. Research suggests that people who know and use their CliftonStrengths are more engaged at work, more productive in their roles, and happier and healthier. This was the second Women in Leadership event this year.



**Ribbon Cutting Events**

- [Live Aligned Chiropractic](#)
- [Bricktown Popcorn](#)
- [Renewed Wellness, LLC](#)
- [Dose Steelworks](#)
- [SJB Hair Studio](#)
- [Great Harvest Bakery & Cafe](#)
- [Gateway Hotel & Conference Center](#)
- [Fitness Sports](#)
- [Dentistry at Somerset](#)
- [JP Party Rentals](#)
- [Iowa Arboretum and Gardens](#)
- [YSS Colo Kids Club](#)
- [Boone County Hospital](#)
- [Mayfair Cleaners](#)
- [Friendship Arc Homes and Family Services](#)

**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)



## Farm to Table Dinner

**DATE: August 11, 2023**

The Ames Main Street Farmers' Market Farm to Table Dinner, presented by Northwest Bank, was held at Prairie Moon Winery and featured award-winning chef, Aaron Holt, as he prepared a 7-course meal for guests. Chef Aaron Holt is the owner of Doolittle Farm LLC, a farm to table catering business where he grows food on his family's century farm in Story City, Iowa. Holt received the Iowa Restaurant Association's 2018 Chef of the Year award.



**Chef Aaron Holt**  
Owner, Doolittle Farm LLC



## 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

- [SJB Hair Studio](#)
- [Inside Golf & Axe](#)
- [Iowa Arboretum & Gardens](#)
- [Gannon Real Estate & Consulting](#)
- [Prints Copy Center](#)
- [Scooters Coffee in Huxley](#)
- [Border States](#)
- [Bemrich Electric](#)
- [Boone County Hospital](#)
- [Seven Oaks Recreation](#)
- [Resource Consulting Engineers, LLC](#)
- [Visiting Angels](#)
- [Gray Beard Drones LLC](#)
- [Trice Legacy Foundation](#)
- [Wyffels Hybrids](#)
- [Bramble Ridge Catering Co. LLC](#)



Name, image, and likeness — more commonly known as NIL — has rapidly become an integral part of collegiate athletics over the past couple of years. The adoption of NIL stems from a 2021 court case, and subsequent NCAA rules change, that allows student-athletes to monetize their personal brand and on-field accomplishments.

The concept of NIL is seeded in the revenue explosion of collegiate athletics over the past decade. Previously, collegiate athletes were considered amateur athletes, and the NCAA governing body penalized students who made money while at school from their collegiate career.

Although not professional sports, collegiate athletics, especially at the Division I level, has grown into big business. This is mostly due to revenue generated by football, and in some markets like Iowa State, supported by men's and women's basketball program.

In 2001, the Iowa State University athletic department saw revenue of just under \$20 million. By 2007, that grew to \$33 million and was funded largely by ticket sales and supported by conference revenue, fundraising, and media rights.

From 2008-2012, the amount of money that media companies paid to air games tripled and by 2014, every Division I football game was on television. Athletes increasingly became household names across the country, becoming the face of their respective programs or the sport as a whole. For Iowa State, consider the likes of Georges Niang, Monte Morris, Allen Lazard, Brock Purdy, and Breece Hall as recent examples.

University athletic departments pumped this influx of money into their programs in what became known as an "arms race." Facilities for athletes were modernized and the best coaches demanded higher salaries, all while student-athletes on the field were unable to benefit from their work.

The new NIL policy changed that, now allowing athletes to receive money to participate in promotional and marketing campaigns, including events, signing autographs, or endorsing products via social media.

To help support and manage these opportunities, independent collectives have been set up to support each Division I program, including in Ames. On August 1,

2022, Brent Blum was announced as the first Executive Director of the We Will Collective.

As the Collective's only full-time employee, Blum runs the day-to-day operations for the We Will Collective and We Will Club. A class of 2007 Iowa State alum, Blum is a life-long Cyclone and known figure in the Cyclone community. He spent the previous ten years working for the Cyclone Radio and TV networks and served as a Director of Development for the Iowa State Foundation.

The We Will Collective is not directly overseen by any University entity but is a 501c3 organization that has a simple mission: *We aspire to support student-athletes that share our passion for the Cyclones and encourage them to be community-minded.*

"We have a retain, not recruit goal through the We Will Collective," said Blum, acknowledging both the importance of supporting student-athletes financially with the reality that he cannot fundraise the same amount of money as other programs.

The We Will Collective has set a goal to fundraise \$3 million per year to support Iowa State athletes. This can be done through fan or donor subscriptions, fundraisers, or other traditional marketing efforts. Right now, their focus is on supporting the revenue-generating sports of football, men's basketball, and women's basketball. "We would love to be able to set a base level of support for each one of those athletes."

One of the primary aspects of the Collective is to provide opportunities for athletes to use their position in the community to give back to charities and others in need. "We believe that NIL should be used to grow the character of athletes and to benefit our communities," said Blum. "Part of what makes Cyclone Nation so special is the connection between Cyclone athletes and the community. These players come from all over the nation and world and decide to be a Cyclone; choose to be one of us. They are our highest-profile 'celebrities' and become heroes for our youngest fans."

One successful partnership has been through the Ames-based Youth and Shelter Services of Central Iowa. Last year, Cyclone basketball player Gabe Kalscheur spent considerable time with YSS youth through their Ambassador Program. This year, it has expanded to more athletes



Ames Lager, a unique beer blend from Okoboji-based brewery, West O Beer, is coming this fall. Proceeds from the Cyclone-branded beer will benefit the We Will Collective.



**Brent Blum**  
Executive Director, We Will Collective

giving back to the community.

“For us, it is not about just giving big sums of money to athletes, it is about finding ways for them to engage with our community and compensating them accordingly.” The We Will Collective also partnered with the Make-a-Wish Foundation and the Alzheimer’s Association.

“We believe that we can do good in Iowa and help Iowa State as well,” said Blum. “There’s no avoiding that NIL opportunities are attractive to students. We want to make those opportunities available for work that makes Iowa better and Iowa State student athletes more engaged in their community.”

More information about the We Will Collective can be found at:

[\*\*www.WeWillCollective.com\*\*](http://www.WeWillCollective.com)



*Brent Blum and We Will Collective volunteers at RAGBRAI in Ames, July 25, 2023.*

# WHAT IS

## Name, Image, and Likeness (NIL)

Name, image, and likeness, or NIL, is the term used by the NCAA to refer to a student-athlete and their ability to monetize their brand.

In the past, due to NCAA rules, student-athletes could not profit from their NIL. This included selling autographs, memorabilia, or being paid to appear at events or other marketing endeavors. Colleges and universities could use the individual’s NIL in marketing, merchandise, school promotion, and other materials.

In 2021, the NCAA voted on and approved a change in rules regarding NIL after a court ruled in favor of student-athletes on the topic. Previous NIL rules were suspended, and student athletes can now take full advantage of their NIL. A few of the most common ways include participating in camps, selling autographs, sponsorships, and social media posts.



# Ambassador Program

In 2022, YSS, focused on creating hope and opportunity by putting kids first, launched its Ambassador Program with Gabe Kalscheur as their first-ever YSS Ambassador.

Kalscheur, a member of the Iowa State men's basketball team at the time, engaged in volunteer activities such as helping at the local YSS youth shelter and residential treatment facilities, meeting with youth in YSS programs, and making appearances at YSS fundraisers and events.

"I'm excited to partner with YSS and use my platform to give back," said Kalscheur in a 2022 press release. "I believe in YSS's mission and the important work they do to empower youth in Ames and across the state."

Headquartered in Ames, YSS is one of Iowa's oldest and largest youth-serving nonprofits—ideally positioning the organization to collaborate with Iowa State student athletes such as Kalscheur.

The YSS Ambassador Program collaborates with the We Will Collective, which compensates ISU student-athletes with donated funds while helping the athletes use their name, image, and likeness to benefit the community. "Working with YSS has been the perfect match for our mission of keeping the Cyclones thriving by doing great things in the central Iowa community," said Brent Blum, executive director of the We Will Collective.

YSS creates opportunities for Ambassadors to get involved throughout the year, allowing them to use their influence to bring awareness to the organization's mission and support local youth and families in need. In 2023, the Ambassador Program expanded to include three ISU athletes: Jaylin Noel (football), Nyamer Diew (women's basketball), and Tamin Lipsey (men's basketball).

"YSS has a strong history with Iowa State, with dozens of student-athletes volunteering each year to help our youth and families. The YSS Ambassador Program is the perfect evolution of this partnership," said Andrew Allen, President & CEO of YSS. "I was amazed by Gabe's impact and how much our youth looked up to him. This year, we are building on that success and expanding the program with three new YSS Ambassadors who, like Gabe, are ready to get involved and give back," Allen said.



**Gabe Kalscheur**  
ISU men's basketball player

**Andrew Allen**  
President & CEO, YSS



The Gateway Hotel & Conference Center at Iowa State University recently unveiled their \$11 million guestroom renovation. The six-month project included a complete overhaul of each room and was finished in May 2023, just in time to welcome families of graduates.

The renovations included installing tile showers in every room, designing with more natural light and LEDs, introducing more functional décor into each space, all while emphasizing the brand, history, and tradition of Iowa State University.

The Gateway Hotel & Conference Center originally opened in 1978 and is the largest hotel and conference center in Story County with 187 guest rooms and over 17,000 square feet of functional space.

## GATEWAY HOTEL & CONFERENCE CENTER AT IOWA STATE UNIVERSITY



# Classic Iowa State Apparel

# DOG TOWN<sup>™</sup>

## University

In 1996, Anne Taylor and Roger Ossian launched A & R Marketing, a custom screen printing and embroidery company, located in Campustown. For the past 27 years, they have served the business and Iowa State community with apparel marketing needs.

Thinking back to those early days, Ossian said “the company took off immediately.” When they first incorporated back in 1996, they became a licensed vendor of Iowa State products within a few days and over the past three decades, have worked with nearly every college and hundreds of student organizations on campus.

Their original location was on Hayward Avenue, then in 2010 they moved to their current location on Welch Avenue. In between that time, they opened the retail store of the company, Dogtown University, where they specialize in Iowa State vintage logo apparel.

The name of the retail store has historic roots to campus. For many years, the Campustown area was popularly known as “Dogtown” by students and staff. The name was grounded in the lore that students were not allowed to bring cars to school, but rather had to walk or “dog-it” to get around. At the time, small economic centers sprouted up near college campuses to serve the needs of students, many of which were named “Dogtown.” For years, the name was popular with students before Campustown became the norm.

Custom screen printing and embroidery continue to be the number one driver of business for Taylor and Ossian, but the retail store full of ISU gear is how most people know their company. They have a wonderful relationship the Iowa State and love calling Campustown their home.

“One of the misconceptions of Campustown is that it is only for students,” said Taylor. “We encourage everyone to visit the shops and restaurants of Campustown and to embrace the energy that a university has.”

With the fall athletic season upon us, consider visiting Dogtown University and updating your ISU gear.

**Dogtown University is located at  
217 Welch Avenue in Campustown**

**[www.DogtownU.com](http://www.DogtownU.com)**

**Anne Taylor**  
Co-Founder, Dogtown University



## AMES DELEGATION CELEBRATES 30 YEARS OF CULTURAL EXCHANGES WITH

# 甲州市

From June 11-16, a delegation from Ames traveled to Koshu City, Japan, in the Yamanashi Prefecture, as part of a cultural exchange between the two cities that is celebrating 30 years. The relationship between the State of Iowa and the Yamanashi Prefecture dates back even further.

In 1959, a typhoon devastated Yamanashi Prefecture. In response, Iowa sent 35 breeding hogs and 100,000 bushels of corn to help with the recovery – an event that is famously known today as the Iowa Hog Lift.

It is widely accepted that the hog lift was largely responsible for the development of the sister-state relationship that would become official in 1960 by a formal agreement, signed between Governor Norman Erbe of Iowa and Governor Hisashi Amano of Yamanashi. This agreement marked Iowa's very first Sister State relationship. Since then, cultural exchanges have taken place between the two states including official government visits and hundreds of students participating in exchange programs.

The Ames International Partner Cities Association (AIPCA) led this year's trip. First organized in 1993, the mission of the AIPCA is to "promote cultural and educational exchanges between the people of the City of Ames and those of our partner cities." This year's delegation included City of Ames Mayor John Haila, Ames Chamber of Commerce Vice President Eric Smidt, and several AIPCA Board Members including Board President Cindy Hicks.

The majority of the delegation landed in Tokyo on Monday and traveled west to Koshu City the following day. After a brief stop at the 5th Station of Mount Fuji, the delegation met with Koshu City leaders at City Hall, including Mayor Mikio Suzuki and Hiroshi Yazaki.

That experience was mirrored later in the week when meeting with the Koshu City Society of Commerce and Industry. It was amazing to see the similarities of the organizations who support business, industry, and government. Koshu City is known as the birthplace of Japanese wine and currently has more than 40 wineries. This is the largest economic driver in the region and is in many ways the equivalent of Napa Valley in the United States. During the meetings, both the City of Ames and Ames Chamber of Commerce organizations shared experiences, goals, challenges, and even publications, during the official visit.

Wednesday night provided an opportunity for the two delegations to celebrate the 30th anniversary of the sister city partnership. The night included remarks, great Japanese food, the presentation of ceremonial gifts, and a taiko drum

## KOSHU CITY, YAMANASHI PREFECTURE, JAPAN

performance that ended with the musicians and guests from Iowa playing together.

Other cultural experiences during the week included visiting a local junior high and 9th grade English classroom, a few of the many wineries in the region, and one of Yamanashi's most famous Zen temples, the Erinji Temple. The delegation toured the grounds of the Buddhist temple that was established in 1330, participated in a tea ceremony, and were led by the Zen master through a Zazen, or seated meditation experience.

This year's trip marked a return to exchanges after pausing for several years due to the pandemic. The international committee from Koshu City is currently planning a trip to Ames later this fall.



*The Ames International Partner Cities Association (AIPCA) led and organized this year's trip. The delegation included AIPCA Board Members, and leaders from the City of Ames and the Ames Chamber of Commerce.*



— The Ames delegation landed in Toyko, Japan on Monday, June 12, and spent the evening in the city before traveling west to Koshu City. 二 The 5th Station of Mount Fuji, about half way up the mountain. 三 Koshu City Mayor Mikio Suzuki. 四 Dinner at a local winery. Koshu City and the Yamanashi Prefecture is known as the birthplace of Japanese wine and currently has more than 40 wineries. 五 Enzan-Kita Junior High School where the delegation observed a 9th grade English classroom. 六 Wednesday night provided an opportunity for the two delegations to celebrate the 30th anniversary of the sister city partnership. The night included remarks, great food, the presentation of ceremonial gifts, and a taiko drum performance. 七 Meeting with the Koshu City Society of Commerce and Industry, including President Yuji Ogihara and Vice President Fumio Furuya. 八 One of Yamanashi's most famous Zen temples, the Erinji Temple, where the zen master led a Zazen, or seated meditation experience.





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.

“Three years ago, the Arboretum board wanted to find a way to bring more families to the arboretum,” said Mark Schneider, Executive Director of the Iowa Arboretum & Gardens. “This was a demographic we were not reaching. We formed the Family Engagement Committee and decided that treehouses would bring people to our doorstep.”

The Iowa Arboretum is a nonprofit arboretum that encompasses 160 acres. Organized in 1968 by the Iowa State Horticultural Society, its mission is to grow, display, identify and study plants for education, research, conservation, aesthetics, and for personal enjoyment and recreation.

This project aims to not only generate more visitors, but to encourage play, healthy physical activity, and learning for childing in an outdoor setting. “There is nothing like this in Iowa,” said Schneider. “Treehouse Village will be accessible to all visitors.”

Once the initial design concept was established, a capital campaign was launched to fund the project. The first lead gift came from Adele and Dean Bowden of Webster City, and other donations and grants followed during the silent phase of the capital campaign. As of June 2023, almost \$1.7 million have been raised for the \$2 million project. The public campaign to finalize the fundraising commenced on June 15, 2023, in conjunction with a groundbreaking ceremony.

Treehouse Village will include elevated and ground level treehouse experiences. The treehouse play area is the main feature of this project with its ramps, wheelchair-accessible swing, slides & hammock swing, ground-level zip line, hammock netting, and other fun activities.



*Construction photos taken August 9, 2023*

“This project will be a nice addition to the attractions menu Boone County has to offer. It will draw people from all over the state and impact the local economy in a positive way,” said Schneider.

Treehouse Village is scheduled to open in the spring of 2024.

More information can be found at:

[www.IowaArboretum.org](http://www.IowaArboretum.org)

The Iowa Arboretum & Gardens is located at  
1875 Peach Ave, Madrid, IA 50156



## THE SLATER STATION

On any given weekend, people will arrive at The Slater Station in Slater, Iowa, by car, bicycle, or the preferred method of a golf cart, to enjoy the outdoor atmosphere, conversation amongst friends, and a cold one. This summer, the bar celebrated its one-year anniversary of selling drinks in a can and being a family-friendly place to unwind from the week.

Building a bar was not the original intention of the two couples from Huxley, Ardie and Cindy Drummond and Roger and Carol Ossian, who own the establishment.

"Originally, we were going to turn this space into a garage to hold a couple classic cars," said Ardie, looking around the space that is now a bar. "We thought it would be fun to have a car club and maybe sell a few drinks. That was the original reason why we got our liquor license, but it quickly shifted once we started building it out."

The Drummonds and Ossians are long-time friends, having first met each other when their daughters were playing sports together. The friendship evolved over the years to include woodworking that launched their first business venture together. Roger and Ardie create custom cabinets on the side through their 501 Woodshop label, which was the original reason why they purchased the building on Main Street.

As some point when Ardie and Roger were building out the garage, the idea shifted to creating a bar. Cindy and Ardie agreed to take on the day-to-day operations of the bar and spent time learning the point-of-sale system and ordering. "The scary part of starting all of this is wondering if anyone would buy beer from us," said Cindy, reflecting on the opening weekend.

On June 30, 2022, with no announcement and little fanfare, the Drummonds put a small sign out front that indicated they were open. A golf cart passing by saw the sign, stopped, and asked "are you open?" By the end of the night, there were about 30 people who stopped in. "That was enough," said Cindy.

Their first test was the upcoming Fourth of July holiday weekend. "We didn't know if we purchased enough beer," said Ardie, who then phoned in a favor from the former owner of the Nite Hawk Bar & Grille. They quickly learned they did not and pivoted to ordering more.

When visiting The Slater Station today, pay attention to the custom made tables by Ardie and Roger that are sourced from repurposed materials. The bar is made from beams from an old car dealership in Des Moines. The outdoor tables are old electrical spools, and the tin siding on the walls are from an old barn.

This past summer, they installed the roof covering for the outdoor seating and expanded the deck. The owners have plans to continue to expand. They recently purchased the lot adjacent to The Slater Station that they will use for a family-friendly green space, and Ardie has aspirations of finally building the garage on the property, with a "car club" to follow.

The Slater Station is located  
at 501 Main Street, Slater,  
Iowa 50244

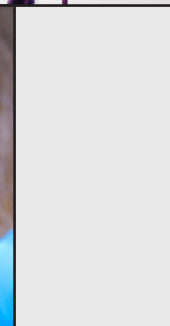
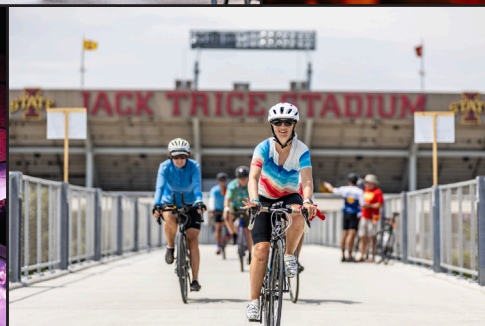
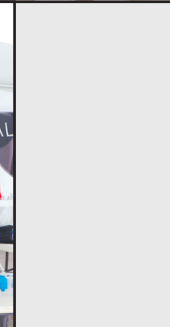


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# Workforce Housing

## Tax Credits

### From Iowa Economic Development Authority

In a Statewide announcement made Friday, August 11, the following Ames MSA housing projects were awarded Workforce Housing Tax Credits from the Iowa Economic Development Authority.

Awarded \$1.0 M in state funding assistance, Nevada Flats, LLC will add sixty market rate apartments in the Nevada community when complete. The proposed phased project will support the rehabilitation of the Story County Medical Center North Campus as the Senior Care aspect of their business is relocated to new facilities being constructed south of the Story County Medical Center. The first phase of the project could begin later this year in the vacated clinic facility.

Empire Realty, LLC will be constructing eight market rate rental units on four infill lots in West Boone. The Ringold Estates project will consist of four twin homes. Josh and Heidi Walters, owners of Empire Realty, LLC said, "This State of Iowa funding is critical to move our Ringold Estates project forward. We wish to extend our gratitude to the City of Boone, Boone County Economic Growth Corporation, and the team at the Ames Economic Development Commission for providing us the support we needed at all phases of project planning to submit a successful application." Empire Realty, LLC was awarded \$303,330 in state funding.

Gateway Cottages is an 18-unit expansion of the existing Kading Development in Madrid. Awarded \$584,641 in funding, this rental project will assist in meeting the growing residential needs in this Boone County community.

"Our team has been pleased to work with the communities and housing developers involved with these workforce housing tax credit projects," said Dan Culhane, President & CEO of the Ames Economic Development Commission. "These successful applications will bring \$1.8 million in State funding to our region, which is truly fantastic news for the communities involved. The 86 units of rental housing to be created, as a result of these projects, will further assist our efforts to attract and retain people to the Ames MSA."

The Workforce Housing Tax Credit program has a focus on projects that redevelop abandoned, empty, or dilapidated properties.

# \$1.8M

State funding to the region through Workforce Housing Tax Credits from the Iowa Economic Development Authority

# \$1M

To Nevada Flats, LLC for 60 market rate apartments. The project will support the rehabilitation of the Story County Medical Center North Campus.

# \$303K

To Empire Realty, LLC for the construction of 8 market rate units in West Boone.

# \$584K

To Gateway Cottages for an 18-unit rental property expansion of the Kading Development in Madrid.



Rendering of the Gateway Cottages expansion project of the existing Kading Development in Madrid.



Pictured is the Story County Medical Center North Campus in Nevada that will be converted to apartments by Nevada Flats, LLC.

# NORTH DAYTON INDUSTRIAL PARK



## ► NORTH DAYTON INDUSTRIAL PARK

The North Dayton Industrial Park is a 73-acre subdivision located on Dayton Avenue between the U.S. Department of Agriculture’s National Animal Disease Center to the east and Izaak Walton League Park to the west. Development of the land began in April 2022 with the installation of infrastructure needed for the park, including water, sewer, and road work. Today, private construction is being developed on two lots, while further development is committed to fill the remaining lots.

Ames Surgery Center is currently under construction, a joint collaboration between Mary Greeley Medical Center, McFarland Clinic, and McFarland Clinic Surgeon investors. The new facility is scheduled to be open for first cases in August 2024 and will include elective procedures and same-day outpatient surgeries. Specialties include Gastroenterology, General Surgery, Gynecology, Ophthalmology, Orthopedics, Otolaryngology, Podiatry, and Urology.



*Aerial photography by*



# NEVADA FIELD HOUSE



# HOUSE

## ► NEVADA FIELD HOUSE

Construction on the Nevada Field House began in July 2022, and after just over a year, it is scheduled for completion before the end of the year. 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. 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. The project was identified while creating the Vision 2020 Plan in the late '90s to fill the need for indoor recreation space, said Nevada Mayor Brett Barker.



**CYstarters Cohort 8** (August 1, 2023)

After 11 weeks packed full of education and mentorship, the CYstarters accelerator program came to a close on Tuesday, August 1. The ISU Research Park atrium was buzzing with excitement as the Pappajohn Center for Entrepreneurship hosted the 8th annual CYstarters Demo Day. This event celebrated the 15 businesses developed over the summer by cohort 8 and showcased the progress they've made as part of the CYstarters program. In front of a crowd of more than 150 peers, community supporters, alumni, faculty, and staff, all 19 cohort members pitched their businesses for the final time as part of the summer experience.



**Danfoss Power Solutions Expands**

(August 16, 2023)

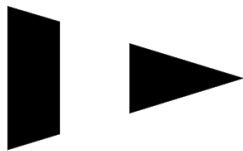
Danfoss Power Solutions, the largest employer in Story County, is undergoing an expansion project that will provide space for engineers to do work on innovative solutions with a focus on sustainability. Known internally as Americas Application Development Center (ADC), the area will focus on research and development and will be available to current and potential customers to experience Danfoss solutions on demonstration vehicles. After a \$5 million investment to develop the test track, this project is focused on increasing the work area. The 8,700-square-foot addition will more than double the ADC's existing shop space with three additional work bays, a vehicle wash bay, and more.



**YSS Kids Club Opens in Colo-Nesco School District**

(August 1, 2023)

YSS cut the ribbon on its ninth Kids Club location in August at the Colo-Nesco Middle/High School. YSS Kids Club program offers a safe, enriching place for over 600 children (grades K-6) with nine locations in eight districts for Ballard, Boone, Colo-Nesco, Gilbert, Madrid, Ogden, Roland-Story, and United. YSS Kids Club provides children with a safe and stimulating environment before/after school and during no-school days. The Story County Board of Supervisors allocated \$50,000 to the project for start-up costs for the first two years.



**TRACTI•N Contributions**

**Additional Contributions**

- |                  |                    |
|------------------|--------------------|
| David Spalding   | Cindy Hicks        |
| Alison Doyle     | Chuck Winkleblack  |
| Buffy Clatt      | Steve Sullivan     |
| Stacy Dreyer     | Marlys Barker      |
| Brent Blum       | Rich McCay-Read    |
| Kara Warme       | Carole Gieseke     |
| Jeremy Gustafson | Andy Moore         |
| Samuel Meisinger | Sharon Brooks      |
| Anne Taylor      | Kenna Smith        |
| Roger Ossian     |                    |
| Mark Schneider   | ... and the entire |
| Ardie Drummond   | Ames Chamber of    |
| Cindy Drummond   | Commerce team!     |

**Final Comments from the Editor:**



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KandE Productions

**Back Image:**  
McClanahan Studios

**Printing:**  
Sigler Companies

This summer, I was able to travel to Koshu City, Japan, as part of the Ames delegation celebrating the 30th anniversary of our sister-city partnership. "Once-in-a-lifetime" is an often used phrase, yet it is not lost on me that this experience may have been just that. Traveling across the world, spending time in Tokyo and visiting Koshu City, along with all of the business and cultural experiences along the way, was truly amazing. Mount Fuji, visiting a school, a Buddhist Temple, along with the food and energy of Japan were all part of it.

When we met with the Koshu City Society of Commerce and Industry, it was incredible to see the similarities of our organizations who support business and industry. From state and national issues, programming, and supporting a wide range of industries and projects, the work of Chamber of Commerce organizations is global. On a personal level, the opportunity challenged me to embrace the unknown and live in the moment, a philosophy I plan to adopt more and more.

# TRAC T I O N INVESTORS



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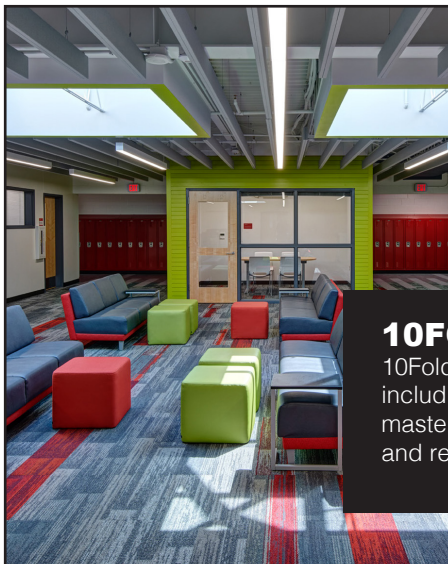
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*Dan McClanahan*