



Clear Lake

Area Chamber of Commerce

The champion for business success and quality of life, creating a thriving destination and driving community prosperity.



Quarterly Coffee Recap | June 19

It was a great morning of community and connection at our Quarterly Coffee on June 19 at the Surf Ballroom & Museum, sponsored by Pritchard Companies.

Clear Lake Area Chamber of Commerce President & CEO Stacy Doughan, Clear Lake Community School District Superintendent Ian Dye, North Iowa Corridor Economic Development Corp. President & CEO Chad Schreck, and Clear Lake City Administrator Steve Diers shared updates on their respective organizations and the latest happenings around the community.

Ellen Pritchard Sedlock, director of retail operations at Pritchard Companies, highlighted the company's various properties and introduced several new team members.

Attendees also welcomed new Chamber members and employees, celebrated business milestones, and learned about upcoming community events. Miss the event? Find the full video online [here](#), and mark your calendars for our next Quarterly Coffee on Sept. 18!

Upcoming Chamber Events

Wednesday, July 1-Monday, July 6

July 4th Celebration
Downtown Clear Lake
➔ Celebrate America's 250th birthday with a carnival, parade, live music, bingo, fireworks over the lake, and family-friendly activities throughout downtown Clear Lake. Find the full schedule [here](#).

Thursdays, July 9, 16, 23 and 30

Thursdays on Main
Downtown Clear Lake
➔ A fun, family-friendly weekly festival featuring live music, food and retail vendors and more on Main Avenue. For additional dates and the entertainment schedule, click [here](#).

Fridays, July 10, Aug. 14 and Sept. 11 | 10-11 AM

Monthly Senior Chamber Coffee
Clear Lake Area Chamber & Welcome Center, 205 Main Ave.
➔ Enjoy coffee, treats, and conversation while staying connected to the Chamber and community through updates from President & CEO Stacy Doughan and occasional guest speakers. Interested in joining us? Contact ashley@clearlakeiowa.com to learn more.

Fridays, July 10, Aug. 14 and Sept. 11 | 11 AM-Noon

Social Media Power Hour
Clear Lake Area Chamber & Welcome Center, 205 Main Ave.
➔ Bring your laptop, phone, content ideas, or questions for this collaborative work session. Get help creating posts, writing captions, editing reels, and checking a few items off your social media to-do list. Chamber members only.

Friday, July 17 | 10-11 AM

Membership 101
Chamber & Welcome Center, 205 Main Ave.
➔ Learn how to maximize your member benefits, optimize your business directory listing, and more. RSVP to stacy@clearlakeiowa.com.

Tuesday, July 21 | 4:30-6 PM

Business After Hours
North Shore Chiropractic, 418 North Shore Dr.
➔ Join us at North Shore Chiropractic for an evening of networking, refreshments, and the opportunity to meet Dr. Lane Krause. Tour the practice, learn more about the services they provide, and connect with fellow Chamber members.

Friday, July 24 | 11:30 AM-5 PM

Golf FUNdraiser
Veterans Memorial Golf Club
➔ This four-person, 9-hole best shot golf tournament benefits the Clear Lake Area Chamber of Commerce.

Event Schedule:

10:30 AM Registration, Happy Hour, and Lunch
11:45 AM Rules Meeting
Noon Shotgun Start
4 PM Member Social (cash bar and appetizers – all members are welcome!)

Thursday, July 30 | 5-6 PM

Rising Tides Lake Leadership Alumni Social
Chamber & Welcome Center, 205 Main Ave.
➔ Reconnect with fellow Lake Leadership alumni, expand your network, and continue building relationships before enjoying an evening together at Thursdays on Main.

Thursdays, Aug. 6 and 13

Thursdays on Main
Downtown Clear Lake

Upcoming Chamber Events (Continued)

Tuesday, Aug. 18 | 7:30 AM
 Educators Appreciation Breakfast
Clear Lake High School Gym Vestibule, 125 N. 20th St.
 ➔ Honor Clear Lake CSD educators and staff with a hot breakfast! Sponsor a table, provide small gifts, and be recognized. Interested? Email stacy@clearlakeiowa.com to get involved.

Tuesday, Aug. 18 | 4:30-6 PM
 Business After Hours
Lakeside Landing Kitchen + Bar, 1603 South Shore Dr.
 ➔ Save the date for our monthly networking event. More details to come!

Friday, Aug. 28 | 6:30 PM
 Youth Splash & Dash
Downtown Clear Lake
 ➔ A fun swim-run event for kids ages 7-15, focused on fitness, confidence, and family-friendly competition. Participants will swim at City Beach, run along the lakefront course, and finish under the same arch as TRI Clear Lake athletes. [Register](#) your young athlete today!

Saturday, Aug. 29
 TRI Clear Lake
Downtown Clear Lake
 ➔ This USA Triathlon-sanctioned sprint and Olympic-distance race features a scenic swim, flat-and-fast bike course, lakefront run, and high-energy finish in downtown Clear Lake. [Register or volunteer](#) today!

Tuesday, Sept. 15 | 4:30-6 PM
 Business After Hours
TBD
 ➔ Hosted by Orton Landscaping and Midland Concrete Products. Save the date for our monthly networking event. More details to come!

Friday, Sept. 18 | 7:30-9 AM
 Quarterly Coffee
Surf Lounge, 460 North Shore Dr.
 ➔ New hire, promotion, award, recognition or event you'd like to share? Email ashley@clearlakeiowa.com to get on the agenda.

Educational Opportunities

Venture Launch Lab
 Tuesday, July 14

An entrepreneurial incubator program where aspiring and early-stage business owners gain the knowledge and confidence to launch and grow their businesses. The hands-on program provides practical training in business planning, operations, marketing, finance, leadership, legal foundations, and funding, helping participants build a strong foundation for long-term success while applying what they learn directly to their own business.

To learn more, visit [here](#).

Venture School | Fall 2026 Cohort
 Thursdays from Oct. 1-Nov. 19
 NIACC Business Center, 500 College Dr., Suite 120
Sponsored by North Iowa Area Community College Pappajohn Center and North Iowa SBDC

Iowa's premiere entrepreneurial training program for both emerging entrepreneurs and established business professionals seeking to drive innovation and transform high-potential ideas into viable business ventures.

An eight-week program with classes from 5:30-9 p.m. To learn more or to register, visit [here](#).



Ribbon Cuttings & Groundbreakings



Axis Therapy Centers | Wednesday, April 22



KDM Financial Services-North Iowa | Thursday, April 23

Ribbon Cuttings (Continued)



Realty One Group Movement | Friday, May 8



The Smashery | Monday, May 11



Lake View Pub and Lake View Twist & Deli | Tuesday, May 12



SnapCache LLC | Tuesday, May 12



Terri's Homecare | Friday, May 15



Surf Shack Vacation Rental | Friday, May 15



Clear Lake Arts Center Sculpture Garden | Tuesday, May 19



Charisma in Bloom | Thursday, May 28

Ribbon Cuttings (Continued)



Joy Supply Co. Party Rentals | Thursday, May 28



Oh Yum! | Thursday, June 4



Georgette | Friday, June 5



Hope 4 International Women Thrift Store | Monday, June 15



Waldorf University | Monday, June 15



Oaks Hotel Groundbreaking with Gov. Kim Reynolds | Friday, June 19

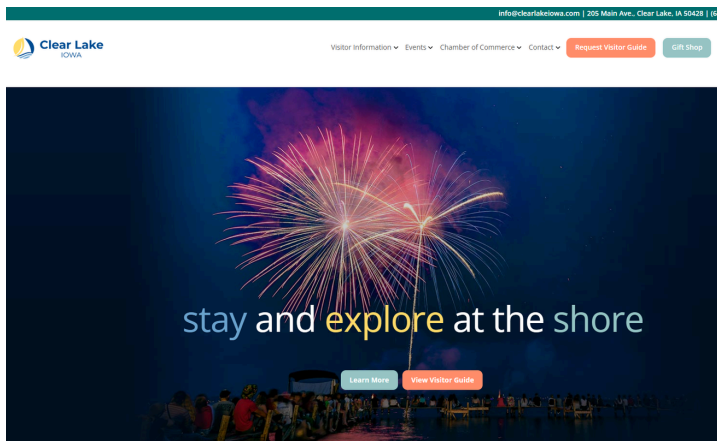


Supreme Services | Friday, June 19



Colwell Motors of Mason City | Thursday, June 25

New member? Remodeled or relocated? Commemorating a business milestone? The Clear Lake Area Chamber of Commerce First Mates want to celebrate with you!
Call Stacy at 641-357-2159 or email her at stacy@clearlakeiowa.com to get your ribbon cutting or groundbreaking on the calendar.



3 Must-Read Blog Posts

[Waterhawks Ski Team to Perform at City Beach in Clear Lake](#)

If you're looking for things to do in Clear Lake after the parade, carnival, and fireworks, this family-friendly event is the perfect reason to stay and soak up another afternoon at the lake.

[Best Patios in Clear Lake, Iowa: Outdoor Dining & Drinks by the Lake](#)

Whether you're looking for rooftop seating, a quick lunch in the sun, or somewhere to grab takeout before heading to the beach or seawall, here are some of the best patio spots in Clear Lake.

[How the Clear Lake Farmers Market Grew](#)

The Clear Lake Farmers Market didn't always look like it does today. Learn about the history of one of the community's weekend destinations and add it to your must-do list.

Get Weiss: Making the Most of Your Chamber Benefits

By Ashley Weiss
Membership Engagement Director

One of my favorite parts of this job is getting to know our members and learning what success looks like for their businesses and organizations. One thing I've learned is that no two are the same.

Some members are just getting started. Others are celebrating decades in business. Some have time to attend every networking event, while others are focused on serving customers, managing employees, or simply making it through a busy season. That's OK.

Your Chamber membership is an investment in your business. Every relationship you build, referral you receive, event you attend, and opportunity you pursue adds value to that investment. At the same time, we understand that every member experiences different seasons. Whether you're actively engaged or simply relying on the Chamber to advocate for business, welcome visitors, promote our community, and strengthen the local economy, our goal is to meet you where you are and provide benefits that fit your needs today while being ready with new opportunities when the timing is right.

That's why I'm especially excited about our new Chamber & Welcome Center. More than just our office, it's a place where businesses, nonprofits, and organizations can gather, collaborate, and grow. Whether you're hosting a board meeting, meeting with a client, planning a workshop, or simply need a professional workspace for the day, our meeting and event spaces are available at discounted rates for Chamber members.

I hope our building becomes another resource

members think of when they need a place to connect, collaborate, or simply get things done. It's another way we invest in the success of our members and our community.

Seeing our new Chamber & Welcome Center come to life within its first month of opening has been incredibly rewarding. Every meeting held here creates another opportunity to connect, collaborate, and strengthen relationships. After all, that's what the Chamber is all about.

Member Benefit Spotlight: Meeting & Event Spaces

Whether you need a professional boardroom, a creative brainstorming space, or a private office for the day, we have flexible meeting spaces available at discounted rates for Chamber members.

Available spaces include:

- **Hanson Board Room** – Ideal for board meetings, trainings, presentations, and workshops (20–24 people)
- **Clear Lake Studio & Rooftop** – Perfect for brainstorming sessions, small meetings, and creative collaboration (8–10 people)
- **Office on Main** – A private workspace for remote work, client meetings, or a productive day away from the office

Reservations are available Monday through Friday and may be requested online. To view rental rates, explore each space, or submit a reservation request, visit our [Chamber Building Rentals page](#) or contact me at the Chamber office at 641-357-2159 or ashley@clearlakeiowa.com.

Volunteers Needed

Looking for an easy way to get involved in Clear Lake's biggest events? The Clear Lake Area Chamber of Commerce has launched a centralized webpage designed to make finding volunteer opportunities simple and convenient. From the July 4th Celebration and TRI Clear Lake to Harvest Festival and Earth Day, these events rely on volunteers, and now it's easier than ever to get connected.

Find the volunteer opportunities [here](#) or contact Jenny Fasbender at 641-357-2159 or jennifer@clearlakeiowa.com to learn more.



Business Reminder: Check Your Card Surcharges

Businesses may charge a surcharge on **credit card** transactions if they comply with applicable card network rules and disclosure requirements. However, **surcharges may not be applied to debit card transactions**, even if the card is processed as "credit."

If your business charges credit card processing fees, take a moment to review your point-of-sale system to ensure debit cards are not being surcharged. Doing so helps protect your business and provides a better experience for your customers.

Member Spotlight: Waypoint Medical

Since opening in 2020, Waypoint Medical has grown into a trusted healthcare resource for Clear Lake and the surrounding communities.

Led by physicians John Brady, DO, and Josiah Brinkley, MD, the clinic's experienced team is committed to providing state-of-the-art medical care with the welcoming feel of a small family practice. With a focus on personalized service, accessibility, and compassionate care, Waypoint Medical continues to build lasting relationships while helping patients and families live healthier lives.

Learn more about Waypoint Medical, what inspired its mission, and why its team enjoys being part of the Clear Lake business community.

Tell us a little about your business and what you do.

Waypoint Medical is a physician-led clinic in Clear Lake offering primary care, urgent care, and a growing range of wellness and aesthetic services. Our goal is to provide comprehensive care close to home while helping patients feel their best at every stage of life.

What inspired the start of Waypoint Medical?

Waypoint was created out of a desire to offer a different kind of healthcare experience—one that combines trusted medical care with a more proactive approach to wellness, prevention, and quality of life. We wanted to build something local that could serve patients in a more complete and personal way.

What's one thing people might not know about your business?

One thing people may not realize is how much Waypoint has grown beyond traditional clinic services. In addition to primary and urgent care, we've expanded into areas like hormone optimization, body and pelvic floor therapies, regenerative wellness, and other non-surgical treatment options designed to help people stay active, confident, independent, and improve overall quality of life.

How long have you been a Chamber member, and why did you join?

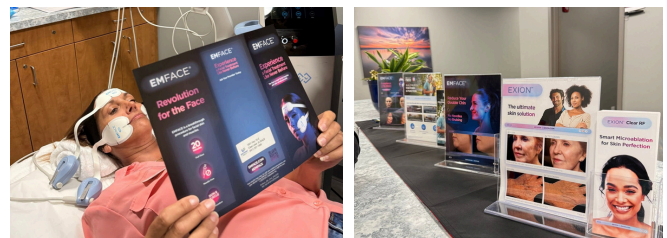
We joined the Chamber when we opened in 2020. We wanted to be connected to the local business community and be part of the momentum happening in Clear Lake. It's been a great way to build relationships, stay involved, and support the community we serve every day.

What do you love most about being part of the Clear Lake community?

Clear Lake has a strong sense of community, and people genuinely support one another here. It's a place that values both small-town relationships and forward momentum, and we're proud to be part of that.

How has Chamber membership benefited you or your business?

Chamber membership has helped us build visibility, make meaningful connections, and stay engaged with other local businesses and events.



It's been a valuable way to grow relationships and continue establishing Waypoint as a resource for the community.

What's the best piece of business advice you've received (or would give)?

Stay focused on people first. If you take care of your patients, your team, and your community well, growth tends to follow.

Just for fun — what's your favorite Clear Lake spot or activity outside of work?

It's hard to beat time on the lake in the summer. Whether it's boating, being near the water, or just enjoying everything Clear Lake has to offer, it's one of the best parts of living and working here.

Our Member Spotlight showcases the people and businesses that make Clear Lake thrive. Each quarter, we'll feature one Chamber member to share their story, insights, and community connections in a quick Q-and-A.

THANK YOU FOR YOUR SUPPORT!

We're proud to recognize the members who renewed their investment in the Clear Lake Area Chamber of Commerce this quarter.

Your continued investment in the Clear Lake Area Chamber of Commerce helps make this community a vibrant place to live, work and visit year-round. We understand that every business, organization and individual connects with the Chamber in different ways—and we're committed to meeting you where you are.

Whether you're here to promote your business, build relationships or simply support the community you care about, your membership makes a difference. Thank you for being part of this work and for helping us build a stronger Clear Lake.

80+ YEARS

Clear Lake Mirror Reporter

50+ YEARS

Half Moon Inn

45+ YEARS

Ralphene's/Legacy
Antiques

30+ YEARS

Charles & Kathy MacNider

25+ YEARS

Tom and Toni Ebeling
Alice Ruby
Eldon and Kathy Vine

20+ YEARS

Corine A. Hadley
Clear Lake Evangelical Free
Church
Country Landscapes, Inc.
Unique Boutique

15+ YEARS

Robert Borgman
Highway 18 Storage
43 North Iowa
Titan Pro
Wright on the Park, Inc.
King Construction &
Overhead Door, Inc.
7 Stars Family Restaurant
Clear Lake Historical Society
Big Brad's BBQ
Overhead Door Company
of Mason City

10+ YEARS

Rotary Club of Clear Lake
First Citizens Bank
Randy's Neighborhood Market
Gabrielson Clinic For Women
ATURA Architecture
Bergo Environmental Services
Stephany Insurance
Louie's Custom Meats and
More
Clear Lake Family Dentistry
Country Meadow Place
Assisted Living & Memory Care
Home Lumber & Builders, Inc.
Hy-Vee West
Stellar Truck & Trailer

5+ YEARS

Young Construction
Clear Lake Baptist Church
ServiceMaster by Rice
Tim & Pam Coffey
Newman Catholic Schools
Iowa Specialty Hospitals &
Clinics
Lake Country Landscaping
& Elite Home Care
United to Serve with
Passion and Purpose
Kona Ice, Travelin' Tom's
Coffee and DonutNV Trucks
Waypoint Medical
Holistic Harmony
Clear Lake Booster Club
Salvation Army
Lakehouse Market
Nelson Septic Services LLC
2020 Creative
Summit Carbon Solutions
Lake Dream Marine
Helps Drain & Septic Service

1+ YEARS

Clear Lake Athletics & Wellness
Center
Hair & Company
Agapé Christian Family Church
Clear Lake Pickleball Club
Lamont Financial Group
173° Craft Distillery
Mexican Flavor
Lake Animal Clinic
Lake Design & Co.
The Fox Den
Goodnature's Work Stop
Clear Water Campground
Portside Planning, LLC
The Boulevard Bar & Grill
Lakeside Branding
Mama Dee's
Big O Garage Door, LLC
1200 Jade Apartments
The Cozy Cottage
North Iowa Community Action
Organization (NICA/O)
Winan Creek Barn
Sukup Manufacturing
Company
Lakeview Healthcare Billing LLC
Jennings Painting & Decorating
Nick Andersen
Livonia's Coffee Bar
Visual Edge IT
North Iowa Tent & Awning
McCloskey Appliance
Lakers Lawn Care
Iowa Lot Striping
Watchdog Inspections LLC
BZ Consulting Solutions

Welcome to this Quarter's New Members

The Summer House
914 N. 8th St. W.
Clear Lake, IA 50428
(480) 466-2472

Sugar Moon Farm
10068 263rd St.
Clear Lake, IA 50428
(641) 590-3843

SnapCache LLC
202 1st St. SE, Suite 108
Mason City, IA 50401
(425) 232-2690

Top Flight Inflatables and Celebrations Event Studio
1631 4th St. SW, Suite 125B
Mason City, IA 50401
(641) 420-2329

North Iowa Pressure Washing
Andrew Ramaekers, Owner
Mason City, IA 50401
(641) 530-1731

Smith's Dumpster Solutions
Joshua Smith, Owner
Garner, IA 50438
(641) 425-1892

Voortman Chiropractic Inc.
1101 10th Ave. N.
Clear Lake, IA 50428
(641) 357-4499

The Smashery
Ryan Wagner, Owner
Clear Lake, IA 50428
(641) 512-5017

Yohn Co.
Clear Lake, IA 50428
(641) 357-9646

Gammy's Cookies
4 N. 16th St.
Clear Lake, IA 50428
(641) 231-1642

Mark and Becke Dorenbush
Clear Lake, IA 50428

Charisma in Bloom LLC Color Analysis Studio
419 Main Ave., Apt. C
Clear Lake, IA 50428
(641) 420-0770

North Shore Power Washing
Jackson Means, Owner
Clear Lake, IA 50428
(641) 903-1337

Stockman House
530 1st St. NE
Mason City, IA 50401
(641) 423-1923

Waldorf University
106 S. 6th St.
Forest City, IA 50436
(641) 585-8268

Lakers Home Care
Paige DeLacy, Owner
Clear Lake, IA 50428
(641) 425-1389

Julie Bublitz Independent Damsel Pro
Mason City, IA 50401
(641) 530-4093

AI Roofing Services
608 12th St. NE
Mason City, IA 50401
(641) 381-3241

Cerro Gordo County Community Foundation
Cedar Falls, IA 50613
(319) 243-1354

KCMR / TLC Broadcasting
316 N. Federal Ave.
Mason City, IA 50401
(641) 424-9300

Lifewise Academy
Mesha Seufferlein, Director
Clear Lake, IA 50428
(402) 218-0051

Supreme Services
216 2nd St. SW
Mason City, IA 50401
(641) 425-8851

Chick-fil-A
3128 4th St. SW
Mason City, IA 50401
(641) 500-3993

Larec Roofing & Construction
115 7th St. SE
Mason City, IA 50401
(641) 430-4957

Stellar Industries
190 State St.
Garner, IA 50438
(641) 923-4384

Iowa Home Renew
Nick Genzler, Owner
Clear Lake, IA 50428
(641) 529-0922

Lake Town Rentals | Market on Main
302 Main Ave. & 418 Main Ave.
Clear Lake, IA 50428
(507) 525-0187

Lake Berry Bowls
407 Main Ave.
Clear Lake, IA 50428
(641) 357-2345

O'Neill Vacation Rental
909 3rd Ave. S.
Clear Lake, IA 50428
(623) 521-1976

Prestige Restoration LLC
Jose Vasquez, Owner
Des Moines, IA 50336
(515) 710-0347

Edward Jones - Erica Tweeten
800 1st Ave. N., Suite 1
Clear Lake, IA 50428
(314) 584-1442

News + Updates

Chamber supports future Performing Arts Center with \$5,000 gift

The Clear Lake Area Chamber of Commerce is proud to support the future of arts, education, and community in Clear Lake with a \$5,000 donation toward the new Clear Lake Performing Arts Center.

This space will host everything from graduation ceremonies and school concerts to theater productions and community performances for generations to come.

We're excited to help bring this vision to life and can't wait to see the curtain rise on what's ahead.



Clear Lake Earth Day festivities bring community together



The Clear Lake Area Chamber of Commerce and Earth Day Clear Lake once again celebrated Earth Week in April with a full lineup of events promoting sustainability, outdoor recreation, and community pride.

Highlights included the Earth Day 5K/10K, OutdoorFest, the annual Trash Bash community cleanup, and the North Iowa Green Expo & Indoor Farmers Market. Throughout the week, residents and visitors came together to clean up our community, support local vendors, learn about sustainable practices, and celebrate our shared commitment to caring for Clear Lake.

A special thank you to our volunteers, exhibitors, and sponsors, including the CLTel, Curries-ASSA ABLOY, Clear Lake Bank & Trust, Hanson Family Foundation, Kingland, McKesson, Best Western, Randy's Neighborhood Market, Atlantic Coca-Cola Bottling Company, and Culligan, as well as Absolute Waste, Surf Ballroom & Museum, City of Clear Lake, and the many community partners who helped make Earth Day festivities a success.



Congratulations, Lake Leadership Class of 2026!

The Clear Lake Area Chamber of Commerce graduated its recent Lake Leadership Class, comprising 23 individuals representing businesses from North Iowa, in May after making up Business & Industry Day and airplane rides.

Lake Leadership is the Chamber's flagship program meeting once a month from September through May on the third Wednesday. The program is designed to educate civic-minded individuals by using our community as the classroom. Lake Leadership takes participants behind the scenes in the Clear Lake area, providing them the opportunity to network with their peers and learn more about our community and area businesses.

Interested in joining the Lake Leadership Class of 2027? You can learn more and apply [here](#).

We will be accepting applications through Aug. 31 or until the class is full. The first day of class will be on Wednesday, Sept. 16.

If you're a Lake Leadership graduate, stay connected to each other and the community through our Rising Tides Lake Leadership Alumni Program. Get updates by joining our [Lake Leadership Alumni Facebook group](#).



From Left to Right: Jen Arends (United Way of North Central Iowa), Leah Sierens (MBT Bank), Drew Appel (Coloff Media), Kevin Diggins (Bergland + Cram), Amy Beenken (Clear Lake Bank & Trust), Robert Powers (Bank Iowa), Andrew Smith (Cabin Coffee Co.), Andrew Cobb (Cobb Construction), Angie Webb (Bank Iowa), Madison Roberts (Livonia Coffee Bar/Hall Realty), Jenna Heiar (North Iowa Corridor EDC), Courtney Lowe (Pritchard Companies), Brianna Sholly (Clear Lake Public Library), and Troy Lentell (Clear Lake Community School District).

Not Pictured: Steve Diers (City of Clear Lake), Deanna Krause (North Shore Chiropractic), Ashley Larsen (Charlie Brown Preschool and Child Care), Jillian McIntire (Clear Lake Bank & Trust), Courtney Patterson (First Citizens Bank), Pete Potts, Chris Ring (Dean Snyder Construction), Blair Sutcliffe (Walsh's Shebeen), and Jacob Widman (City of Clear Lake).

Beth Ann Schumacher Named July 4th Parade Grand Marshal

For Beth Ann Schumacher, being named the grand marshal of [Clear Lake's July 4th Celebration](#) is still hard to put into words.

"I'm overwhelmed," she said. "I always think about people who are really important getting to do that job. I don't think of myself as important. I'm just Beth Ann."

The annual celebration, a longstanding Clear Lake tradition, draws more than 100,000 people to the area over several days each year. This year's event runs July 1-6, 2026.

The Clear Lake Area Chamber of Commerce named Schumacher as this year's grand marshal, recognizing her decades of service as an educator and her involvement in the community.

"With this year's 'America 250' theme, we wanted to recognize someone who has done so much to preserve and share the stories of our community," said Trish Fundermann, Chamber Events Director.

The parade, themed "America 250," will honor the nation's 250th birthday, marking the 250th anniversary of the signing of the Declaration of Independence. Clear Lake is joining other communities across Iowa and the nation in commemorating the milestone.

Bringing History to Life

Schumacher has called Clear Lake home since she was 6 months old, when her family moved from Des Moines, as her father helped design the city's original sanitary sewer system — work that would keep him in the community for decades.

A 1972 graduate of Clear Lake High School, she went on to earn degrees in history and political science from the University of Northern Iowa and spent nearly four decades in education.

Schumacher taught in Iowa schools beginning in 1977 and spent 35 years in the Clear Lake Community School District, where she taught American history, American government, A.P. American history, contemporary global history, research history and sociology, and became known for bringing history to life for her students. She also helped launch a student trip to Washington, D.C., with another teacher — a program that continues today for juniors and seniors — and expanded those experiences to other destinations.

"If that's a legacy I'm proud of, it's that I was able to take so many students to places they might never have gotten to otherwise," Schumacher said.

Throughout her career, Schumacher taught a wide range of courses and led numerous student programs, including Mock Trial, National History Day and Model United Nations, helping students engage with history beyond the classroom. She was named Educator of the Year by the Clear Lake Area Chamber of Commerce in 2013.

A Lifelong Fourth of July Tradition

Her connection to the Fourth of July celebration runs deep.

As a student, Schumacher marched in the parade for years as a percussionist, starting in drum and bugle corps and continuing through high school band. Like many families, hers centered the holiday around tradition — parades, cookouts and fireworks.

One of her favorite childhood memories was watching fireworks from the top floor of the city's water plant, where her father's connections allowed their family a perfect view.

"We got to do that for years and years and that felt really, really special," she said.

Those traditions carried into adulthood. Schumacher and her late husband, Mark, hosted large family gatherings each year, bringing together extended family.

The holiday also marked a pivotal moment in her life.

It was during a Fourth of July Celebration in 1979 that she and Mark truly connected. After inviting him to a family cookout, the two spent hours walking through the carnival and along the Seawall, talking late into the night.



Beth Ann Schumacher

"We didn't take a single ride," she said. "We just walked and talked."

The two quickly discovered a shared love of music, history and travel, including an interest in Civil War battlefields, and Schumacher said the connection was immediate.

"All of a sudden, it just clicked," she said. "We were supposed to be together."

The couple married the following year.

"That's a very fond memory of the Fourth of July for me," Schumacher said smiling.

The couple later welcomed daughters Abigail and Ashley, as Fourth of July celebrations took on new meaning for their growing family.

Today, both daughters live in Mason City and return to Clear Lake each year for the celebration, joined by extended family as they continue a tradition that has spanned generations.

Continuing to Serve

Even in retirement, Schumacher has remained active in the community, serving on the Clear Lake City Council since 2024 and as director of the Clear Lake History Museum, home to the Clear Lake Historical Society, where she is president and education coordinator and continues to share her passion for history through research, writing and presentations, and staying involved at Zion Lutheran Church in Clear Lake, where she serves in several leadership roles, including secretary of the Congregation Council, Bible study and worship leader, funeral coordinator and church historian.

"I'm learning to decide what I really love," she said. "I love my work at church, I love City Council and I love history, and I've learned to say no to other things."

She has also authored and contributed to several publications on Clear Lake's history, further preserving the stories of the community she calls home.

Schumacher describes Clear Lake's Fourth of July celebration as something distinct from larger events.

"We're a hometown parade, and we like to celebrate our community," she said. "It's just fun. You're sitting on the curb with your neighbors, watching the parade, and enjoying all the things."

The Chamber will formally honor Schumacher as she leads the Independence Day parade on Saturday, July 4. The parade begins at 10 a.m. and is expected to draw thousands to downtown Clear Lake.

Though she never sought recognition, Schumacher said being named grand marshal is a meaningful reminder that the work she's done has made an impact.

"A lot of what I do is just what needs to be done," she said. "I don't do it to be noticed but because I have a desire to serve."

Chamber celebrates Grand Opening of new Welcome Center



After years of planning, fundraising and construction, the Clear Lake Area Chamber of Commerce officially celebrated the grand opening of its new Chamber & Welcome Center at 205 Main Ave. with a ribbon cutting on May 29, marking the completion of the Building a Bright Future capital campaign project.

Approximately 150 people attended the ribbon-cutting ceremony, while more than 800 residents and visitors toured the building during its opening weekend. The new facility serves as a welcoming front door for Clear Lake, providing visitor information, community gathering space, and flexible meeting and event spaces for businesses, organizations and residents.

The impact was immediate. Since returning to 205 Main Ave., the Chamber has welcomed more visitors in its first month than it did during the entire previous year while operating from its temporary Welcome Center. The facility has quickly become a hub for visitors seeking local recommendations, Chamber members connecting with staff, and organizations utilizing the building's meeting and event spaces.

The Chamber extends its sincere appreciation to the hundreds of donors, businesses, foundations and community partners whose generosity made this project possible. Their investment has created a lasting resource that will welcome visitors, support local businesses, and serve the Clear Lake community for generations to come.

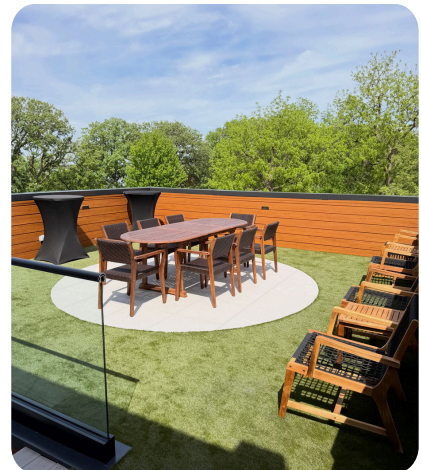
Stop In and Say Hello

Whether you're a first-time visitor looking for things to do, a longtime resident picking up information about upcoming events, or simply curious to see the new space, we'd love to welcome you.

Welcome Center Hours

Monday-Friday: 8 a.m. – 5 p.m.
Memorial Day through Labor Day:
Saturday: 10 a.m. – 4 p.m.
Sunday: 11 a.m. – 2 p.m.

The Clear Lake Area Chamber & Welcome Center is located at 205 Main Ave., directly across from City Park in downtown Clear Lake.



Welcome Landon Jepson

The Clear Lake Area Chamber of Commerce is excited to welcome Landon Jepson as our summer intern.

Originally from Williamsburg, Iowa, Landon is entering his senior year at Wartburg College, where he is involved in sports announcing, the Wartburg Choir, and several student organizations and leadership opportunities. Before arriving in Clear Lake, he spent 23 days touring Germany, Spain, and Morocco with the Wartburg Choir.

Throughout the summer, Landon has been assisting with marketing and communications, creating social media content, and helping share the stories of the businesses, events, and people that make Clear Lake a special place. He's also exploring new ways to connect with our community through digital content, including the potential launch of a Chamber podcast.

When he's not in the office, you'll likely find Landon enjoying Clear Lake, umpiring baseball, or following his favorite sports teams.

Be sure to say hello if you see him around town!



Five Weeks in Clear Lake: Growth, Gratitude, and Community



*By Landon Jepson
Summer Intern*

As I reflect on my first five weeks with the Clear Lake Area Chamber of Commerce, one word continues to stand out: bittersweet.

It is hard to believe how much can happen in just over a month. Since arriving in Clear Lake for the summer, I have met people from across the country and around the world. From families visiting from Austria and Germany to travelers from Florida, Nevada, Utah, Virginia, Kentucky, Oklahoma, and many more places, every conversation has reminded me how special this community truly is.

One of the biggest highlights has been working alongside Carrie Tysdahl and the entire TRI Clear Lake team. Watching excitement build for this year's race has been incredibly energizing. With more than 90 new registrations in just the past few weeks, it has been rewarding to contribute to the marketing, content creation, and storytelling efforts that help bring the event to life.

Beyond the projects and events, it is the people who have made this experience truly memorable. From business owners and community leaders to volunteers, visitors, and families, I have felt welcomed from day one. Whether it is a quick conversation downtown, a community event, or simply running into familiar faces around town, there is a genuine sense of connection here that stands out.

One of my favorite experiences so far was visiting the Buddy Holly exhibit at the Surf Ballroom and Museum. As someone who grew up hearing songs like "La Bamba," learning more about Ritchie Valens, Buddy Holly, and The Big Bopper and their lasting impact on music was both fascinating and meaningful. It is an experience I will not forget.

Looking ahead, I am excited about helping launch the Chamber's podcast in the coming weeks. I cannot wait to share the stories of the people, businesses, and organizations that make Clear Lake such a vibrant and welcoming place.

As a student at Wartburg College with one year remaining before graduation, I have found myself thinking more about what comes next. Experiences like this have made it even easier to imagine building a future in a community like Clear Lake.

For now, I am focused on enjoying every moment of this internship. I am thankful for everyone who has welcomed me, shared a story, answered a question, or simply taken a moment to say hello. These first five weeks have already been filled with memories and experiences that I will carry with me long after summer ends.



Thursdays on Main continues strong summer season

Thursdays on Main continues to be one of Clear Lake's signature summer traditions, bringing thousands of residents and visitors downtown each week for an evening of live music, local shopping, delicious food, family-friendly activities, and community connection.

Despite a rainy second week and windy conditions on June 11, attendance has remained strong throughout the season. More than 34,700 people attended the first five Thursdays, including a season-high 8,700 visitors on June 25. Demand from local businesses has been just as strong, with a record number of food and retail vendors participating this summer and vendor spaces selling out the past two weeks. There's still plenty of summer fun ahead! Join us Thursday evenings through Aug. 13.

What's Happening at Thursdays on Main? 6 p.m. – Special Entertainment

Catch fun and exciting activities at the corner of Main Avenue and 3rd Street, southeast of City Park. From human foosball to robotics demos, there's something for everyone.

7– 9 p.m. – Live Music

Head over to the corner of Main Avenue and 4th Street, next to Larson's Mercantile, to catch some killer live music performances. From local bands to crowd favorites, the tunes will keep you grooving all night long.

2026 Thursdays on Main Entertainment Schedule:

Thursday, July 9

- Special Entertainment: Hot Dog Hustle
- Live Music: Kurt Allen Band

Thursday, July 16

- Special Entertainment: "Earth Day Everyday | From Dirt to the Lake: How our choices shape the water"
- Live Music: Split Second Band

Thursday, July 23

- Special Entertainment: Clear Lake Police Department
- Live Music: The Kraft Brothers



Thursday, July 30

- Special Entertainment: Kinney Pioneer Museum & Dancin' with Roxie
- Live Music: The Sweet Nuthins

Thursday, Aug. 6

- Special Entertainment: Plain Ol' Pumpkins & CLHS Band
- Live Music: Come Back Buddy

Thursday, Aug. 13

- Special Entertainment: Back to School Night | Dunk Tank Fundraiser for CL Schools & Clear Lake High School Dance Team
- Live Music: Bear Creek Band

For the latest updates, follow [Clear Lake, Iowa on Facebook!](#)

Weiss completes second year at Midwest IOM



Clear Lake Area Chamber of Commerce Membership Engagement Director Ashley Weiss recently completed her second year at the U.S. Chamber of Commerce's Institute for Organization Management, a four-year professional development program for chamber and nonprofit leaders.

Held at the University of Wisconsin–Madison, the weeklong program brought together chamber professionals from across the country to explore topics including leadership, membership engagement, communications, advocacy, volunteer management, and organizational strategy.

"Institute continues to challenge me to think differently about how we serve our members and community," Weiss said. "I'm grateful to the Chamber's Board of Directors for investing in my professional development and look forward to putting what I've learned into practice to strengthen our organization and better serve Clear Lake."

Weiss has now completed two of the program's four years and plans to continue her studies in 2027.

Institute for Organization Management is the U.S. Chamber of Commerce's premier professional development program for association and chamber professionals.



A Clear Lake Area Chamber of Commerce Event 



July 4th CELEBRATION

JULY 1-6, 2026
DOWNTOWN CLEAR LAKE, IOWA

WEDNESDAY
JULY 1st



5-9PM Lakeside Vendor Market
5PM Evans United Shows Carnival Opens
5PM Chamber Bingo Tent Opens
7PM Arch Allies
Bon Jovi, Journey, Styx, REO, Boston, Def Leppard Tribute Band

THURSDAY
JULY 2nd



11AM-9PM Lakeside Vendor Market
Noon Evans United Shows Carnival Opens
12-5PM **Wristband Day \$30**
Noon Chamber Bingo Tent Opens
7PM County Line Drive
Country

FRIDAY
JULY 3rd



11AM-9PM Lakeside Vendor Market
Noon Evans United Shows Carnival Opens
Noon Chamber Bingo Tent Opens
7PM Elton & Billy - The Tribute
Ultimate live experience in the music and the spectacle of the legendary piano men!

SATURDAY
JULY 4th



7AM Freedom 5K & Kids' Fun Run
10AM Parade
Grand Marshal: Beth Ann Schumacher
11AM-9PM Lakeside Vendor Market
Noon Evans United Shows Carnival Opens
1PM Chamber Bingo Tent Opens
8:30PM Clear Lake Municipal Band
10PM Fireworks over Clear Lake
Musical Tribute on KRIB 96.7 FM & 1490 AM

SUNDAY
JULY 5th



11AM-9PM Lakeside Vendor Market
Noon Evans United Shows Carnival Opens
12-5PM **Wristband Day \$30**
Noon Chamber Bingo Tent Opens
1PM Family Fun Day at City Park
2:30PM Waterhawks Ski Show at City Beach
5PM Zachary Freedom Band
Blues, Christian, Country, Folk, Funk, Pop, R&B/Soul, Gospel/Devotional/Spiritual, Indie, Rock

MONDAY
JULY 6th



11AM-5PM Lakeside Vendor Market
Noon Evans United Shows Carnival Opens
12-5PM **Wristband Day \$30**
Noon Chamber Bingo Tent Opens

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Clear Lake

Area Chamber of Commerce

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Cabin Coffee Company

Mark Dodd, Past Chair
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ATURA Architecture

Andy Meyer
Bergland + Cram | Plain Ol' Pumpkins

Nicole Olson
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Questions? We're here to help!



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Thanks to our President's Level Members!

Champion



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