



Around the Lake

Printed Exclusively for Members of the
Clear Lake Area Chamber of Commerce



April 2015

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Mission Statement

The mission of the Clear Lake Area Chamber of Commerce is to serve our membership and provide value through opportunities in networking, advocacy, and business resources.

Staff

- Tim Coffey - IOM
Chief Executive Officer
- Patsy Barragy
Administrative Assistant
- Libbey Patton
Tourism Director
- Trish Fundermann
Special Projects Director

Office Hours:

Monday - Friday 8AM-5PM

Phone: (641) 357-2159 or
(800) 285-5338

Fax: (641) 357-8141

www.clearlakeiowa.com

It's Our Home – Let's Celebrate and Care For It! It's time to refresh ourselves and our home!

Clear Lakers are fortunate to live in a caring community where "people make the difference". And we know how to have fun while helping out. We're proud to be stewards of our lake – heralded recently as North Iowa's greatest natural asset. And we treasure that Clear Lake, outdoor fun and family traditions have always gone hand in hand.

It's all wrapped into the annual Clear Lake Earth Days celebration! Each year we add some new activities to keep it fresh, plus keep the favorites every year. Our new website will have the latest news plus online registration for the 19th annual celebration: www.earthdayclearlake.org.



CLEAR LAKE EARTH DAYS 2015

Tuesday, March 31-Saturday, April 4

Re-Purpose Contest Entries Accepted @ the Clear Lake Arts Center - Exhibit April 7 through April 25

Sunday, April 5

6:45 a.m. "Son" Rise Service City Park – God's Awesome Creations and the Awesome Opportunity for Life Everlasting

Saturday, April 11

10AM-4PM Art of Recycling Show and Sale - CLAC
11AM-1PM Re-Purposing Contest Artists Reception - CLAC

Thursday, April 16

4-7PM North Iowa's Regional Green Expo @Legendary Surf
Ballroom



Vote on Re-Purposing Contest Grand Champion from the Top 5 works!

Friday, April 17

4-7PM Tour a Sustainable Acreage – with its fruits, vegetables, berries, bees, chickens (+ exchange gardening tips!). See the recycled building. View the "backyard" beauty of Union Hills and learn the land's history, wildlife and plants. Ron & Cindy Richardson's, 9338 Eagle Avenue, Clear Lake

Saturday, April 18 OutdoorFest ! City Park

9AM 5K and 10K
Morning Trash Bash!
10:30AM Fun Run for kids
11AM Tug of War (City Beach)
11AM-1PM Crafts (Lakeview Room)
Noon – 5th grade poster contest winners announced
Grand Champion Re-Purposing contest winner announced
1PM Home Sweet Home! Urban conservation projects for homeowners – rain gardens, native prairie and other green projects (Lakeview Room)
10AM-2PM Water Rocks!! ISU Exhibit
Check out this special action-packed exhibit from Iowa State University Extension. visit www.waterrocks.org for more info.
11AM-2PM Walkabout-Take a spontaneous journey to satisfy your craving for earth-friendly food and products: Fundraiser lunch at the VFW, Local Foods Appetizers at The Supper Club, Tea at the Healing House Herb Shop & Wellness Center, BeWellness + all of the other homegrown businesses – shop local!
Call It a Wrap with a Lake Lap! (including Sisters' Prairie and Ventura Cove Bike Trails)
Check out the local food specials at The Colony in Ventura
10AM-4PM Art of Recycling Exhibit @ CLAC



Monday, April 20

5-6PM Family Night - CL Public Library

Tuesday, April 21

6:30PM Iowa's Hidden Treasures CL Public Library.
Iowa' lands, parks and natural life with Dan Kaercher (formerly with Midwest Living magazine)



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New Member Orientation-
April 6th - 4PM
Chamber of Commerce

Lake Leadership Agriculture Day-
April 15th

Green Expo-
April 16th - 4-7PM - Surf Ballroom

Tech Teusday-
April 21st - 8-9:30AM
Clear Lake Chamber

U.S. Chamber of Commerce Program/Luncheon-
April 30th - Noon
Clear Lake Arts Center (\$10)



U.S. Chamber Briefing on Employer Law Updates to be Presented

A special employer and labor law legislation update will be made by the Senior Counselor for the Workforce Freedom Initiative from the U.S. Chamber of Commerce, Theodore C. Phlegar. The presentation will be held at the Clear Lake Arts Center on Thursday, April 30 at 12 noon. The cost of the luncheon is \$10 with reservations to be made at the Clear Lake Area Chamber, 357-2159.

Phlegar will discuss a myriad of employer related issues, many from the National Labor Relations Board. These are issues that affect employers and their employees, and include reduction of employee privacy, access to employer e-mail systems, proliferation of so-called "micro-unions," expanded joint employer liability, the rise of "worker centers," and social media pitfalls.

Phlegar holds a Master of Law degree from George Washington University Law School in Washington, D.C., and a Juris Doctorate from the Southwestern Law School in Los Angeles. Prior to his U.S. Chamber work, he practiced in the District of Columbia, focusing on ant-trust and intellectual law, civil litigation, commercial and business disputes, employment, contract and other disputed matters.

Phlegar regularly briefs business owners, managers, and community leaders on federal labor legislation and regulation, protecting the business community through labor policy planning and advocacy, and promoting these issues through social media outlets and grassroots activities. ■

NEW MEMBER PROFILES

Please welcome the following new member(s) to the Clear Lake Area Chamber of Commerce.

Celebrations Party & Rental
Stephanie Burnett, Owner
919 North Shore Drive
Clear Lake, IA 50428
515-268-9333
www.celebrationsames.com
Party Rentals

Clear Lake Farmers Market
Laura Tidrick
800 2nd Avenue North
Forest City, IA 50436
Organization

The Lodge Resort/Hotel/ Riverview Restaurant
Byron Perrine, CEO
945 Highway 69
Forest City, IA 50436
www.rriowa.com
Restaurant/Food Concessions

South Avenue Village Apartments
Amy Smith, Marketing Director
821 West 12th Ave. N.
Clear Lake, IA 50428
www.tlpropertiesiowa.com
Apartments

Thank you to all of our Chamber Members for your support. Through your membership in the Clear Lake Area Chamber of Commerce you invest in a better Clear Lake!

MEMBERSHIP HISTORY

We would like to congratulate the following members for their commitment to the Clear Lake Area Chamber of Commerce by being a loyal member for 20-24 Years!!

- | | |
|--|----------------------------------|
| AmericInn Lodge & Suites | Natural Plus Nursery, Inc. |
| Bergland + Cram | Nicholas Land Company |
| Charles H. & Kathy MacNider | Perkins Restaurant & Bakery |
| CLB&T Insurance and Financial Services, Inc. | Quick Shop |
| Clear Lake Boats | Ralphene's/Legacy Antiques |
| Clear Lake Fishing Club | Robert S. Swanson PC |
| Clear Lake Optometry | Roger Harringa |
| Douglas R. Grabinski - Attorney At Law | Rookies Sports Bar |
| Girl Scouts of Greater Iowa | RSM McGladrey, Inc. |
| Glen's Tire Service, Inc. | Serta Mattress Company |
| Hall Realty | Seven's Restaurant |
| Harrison Truck Centers | St. Patrick's Catholic Church |
| Heartland Asphalt, Inc. | Subway |
| Kabrick Distributing Co., Inc. | TeamQuest Corporation |
| Lake Plumbing & Heating, Inc. | The Dimensional Group |
| Landfill of North Iowa | United Beverage, LLC |
| Luker's All American Storage | United Methodist Church |
| Magellan Pipe Line | Veterans of Foreign Wars |
| Master Floors - Carpet One | Ward - Van Slyke Colonial Chapel |
| | Zion Lutheran Church |

Since We Last Spoke..

Tim Coffey, M.A., IOM
Chief Executive Officer



Since We Last Spoke

Ah Spring. April showers bring May flowers, and April snow does too! So, think spring and we will be much better off!

March was a busy crazy month. Besides the March Madness most of us crave, it was a month filled with activities for the Chamber. We had numerous committee meetings to continue planning for our summer events. We had a very successful entrepreneur Coffee at the Chamber and a Start Smart program at the Chamber sponsored by the John Pappajohn Entrepreneur Center and the SBDC. What a great Lake Leadership Day on City and County History. So now, let's preview this month, April!

We will start off with a new member orientation session on Monday, April 6 at 4 p.m. at the Chamber. This is actually open to all members, not just new members. We will also have an Agriculture Day for our April Lake Leadership program. Our Tech Tuesday will feature Chamber member Julie Wright on Tuesday, April 21. How can we forget the tremendous Green Expo at the Surf on Thursday, April 16, a great way to celebrate Earth Day? We will end the month with a special program for all members by the U.S. Chamber of Commerce on Labor law update, on Thursday, April 30.

Then we begin the countdown to our signature summer events. This includes Thursdays on Main, 4th of July celebrations, Golf Fundraiser, Taste of Clear Lake, End of the Summer Beach Party, as well as the numerous community activities during the summer like Bicycle Blues & Barbeque, Art Sale, Car Cruise and more.

Keep an eye out for a special (and we think, unique) way to publicize visiting Clear Lake. This will happen beginning on April 10th. Stay tuned for more information.

Have a super spring April and thanks for being a Chamber member! ■



In which European city was Swedish pop group ABBA formed in 1972?

Area Events for the Month of April



- 4 Clear Lake Lions Pride Easter Egg Hunt - City Park
- 4 ZZ Top - Surf Ballroom
- 9 Showcase Clear Lake High School Music- CL Arts Center
- 11-12 Quilt Show - Clear Creek Elementary School
- 11 Art of Recycling Show & Sale - CL Arts Center
- 13 Clear Lake Jaycees - District 619
- 15 Lake Leadership - Agriculture Day
- 16 Green Expo - Surf Ballroom
- 18 Earth Day 5k/10k Race & Community Cleanup City Park
- North Iowa's Author Event - Best Western
- Pictures with Elsa - Love & Luck Photography
- 21 Tech Tuesday - Clear Lake Chamber
- 24 12x12 Luncheon - Clear Lake Chamber
- 24-25 Kitchen Sink Production of KOJO Radio Show CL Arts Center
- 27 Link Union - E.B. Stillman Auditorium
- April 7-May 2 - Re-Purpose Exhibit - CL Arts Center



WORD SEARCH



See how many of these newspaper related words you can find in the puzzle. The words can be forward, backward or diagonal.

Created by Star Lineart
Grand Forks Herald 2012

- | | | | |
|----------------|--------------|------------|---------------|
| 1. EARTH | 5. RECYCLE | 9. WATER | 13. ENERGY |
| 2. DAY | 6. REUSE | 10. LAND | 14. CLIMATE |
| 3. APRIL | 7. REDUCE | 11. AIR | 15. POLLUTION |
| 4. ENVIRONMENT | 8. RESOURCES | 12. GLOBAL | 16. COMPOST |



CLEAR LAKE AREA CHAMBER OF COMMERCE
 205 MAIN AVENUE
 P. O. BOX 188
 CLEARLAKE, IA 50428-0188

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Treasurer

Denni Sue Erickson - Ward Van Slyke

V.P. Tourism

Laurie Lietz - Surf Ballroom

V.P. of Legislative Affairs

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 Gabe Haugland, First Citizens National Bank

Kristy King - Bergland + Cram

Jay LeFevre - First Gabrielson Agency

Lori Faught - Best Western

Greg Goetz, MBT

Tim Molencamp - Accelerated Rehab

Dan Nichols, CL Tel

Mark Steenhard

Diana Symonds - McQuaid Agency

Ex-Officio's

Mike Callanan - City of Clear Lake

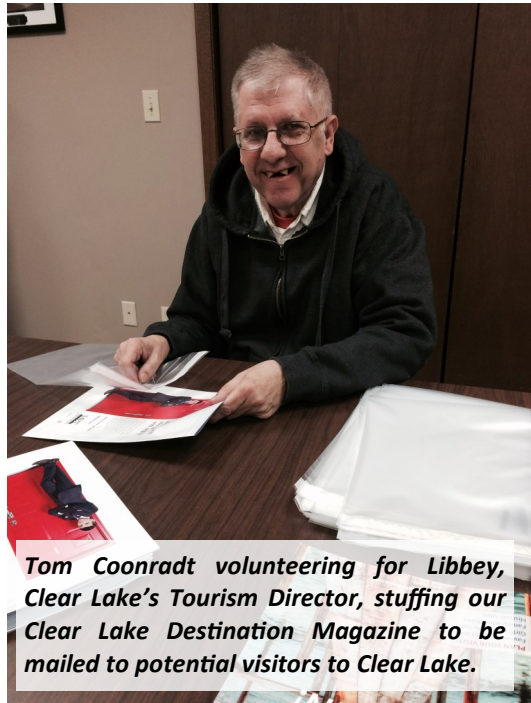
Chad Schreck-North Iowa Corridor EDC

Darwin Avery - Pro-Tem Ventura Mayor

BE THE *change*
 you wish to see
 IN THIS *world.*
 - GANDHI *happy green MAMA*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1  APRIL FOOLS' DAY		3 Good Friday	4 ZZ Top- Surf Ballroom
5 Easter	6 10:00 AM Staff Meeting	7 Noon- Earth Day Meeting Tuesday Painters & Sit & Knit Open Studio - CL Arts Center	8 Noon - Executive Committee Mtg.	9	10 10:00 AM Senior Chamber	11
12	13 10:00 AM Staff Meeting	14 Noon- First Mates Tuesday Painters & Sit & Knit Open Studio - CL Arts Center	15 Lake Leadership Class	16 Green Expo- Surf Ballroom 4-7PM North Iowa Green Expo 	17	18   Baconfest- Surf Ballroom
19	20 10:00 AM Staff Meeting 5:30PM July 4th Committee Meeting - Anchor Inn	21 Tuesday Painters & Sit & Knit Open Studio CL Arts Center	22 Administrative Professionals Day Earth Day	23	24 12 x 12 Luncheon Billy Bob Thornton & The Boxmasters- Surf Ballroom	25
26	27 10:00 AM Staff Meeting	28 Chamber Board Meeting 11:30AM Tuesday Painters & Sit & Knit Open Studio - CL Arts Center	29	30 9:00 AM - Newsletter		

More News Around the Lake



Tom Coonradt volunteering for Libbey, Clear Lake's Tourism Director, stuffing our Clear Lake Destination Magazine to be mailed to potential visitors to Clear Lake.

National Volunteer Week is April 12-18, 2015



NATIONAL VOLUNTEER WEEK 2015
April 12-18, 2015

Volunteers: Passion. Action. Impact.

The Clear Lake Area Chamber knows the

benefits of having volunteers more than most. We rely heavily on our volunteers all year round and could not do the things that we do without them. Our volunteer tasks vary from, stuffing envelopes, answering phones, traffic control, being a committee member, BINGO, making s'mores, setting up barricades, vendor set-up, etc. There are so many ways you can do your part in volunteering to make Clear Lake the great community it is today! We would like to thank all of our past volunteers for giving your time to make our events successful!! If you are interested in volunteering for the Chamber's many events please contact Trish at 641-355-4152 or email trish@clearlakeiowa.com. ■

Why is volunteering important?

It's a pretty common mistake to think of volunteering as just something nice that people can do. Sure, it may make them feel great about helping, but what impact does it really have?

Getting things done

Volunteers have an enormous impact on the health and well-being of communities worldwide. Think of all the ways that volunteers make a difference in day-to-day life:

- Volunteers deliver critical services—from serving as volunteer fire fighters or participating in search and rescue, to delivering meals to homebound seniors or homeless youth, to manning the phone lines at domestic violence and sexual assault centers.
- Volunteers help to keep our neighborhoods, streets, parks, rivers, green spaces, and water clean and safe for everyone.
- Volunteers tutor, teach, mentor, coach, and support young people with everything from math homework to dealing with personal crises to football and soccer tournaments.
- Volunteers walk dogs, pet cats, clean cages, help with adoptions and feedings, and contribute veterinary expertise to organizations like animal shelters and wildlife rehabilitation centers.
- Volunteers educate the public on health and safety; doctors and nurses donate time and medical knowledge to free clinics and natural/civil disaster areas worldwide.
- Volunteers take tickets at film centers and performing arts events, lead tours at museums and historical societies, and ensure that arts and cultural festivals—from small-scale gatherings to massive multi-stage concerts—run smoothly.
- Volunteers build houses and schools, dig wells, and repair infrastructure around the globe.



You get the idea...

By the numbers

Another way to measure the impact of volunteers is to take a look at statistics like hours served and the economic value of volunteer time.

According to the *Corporation for National and Community Service*, 61.8 million individuals in the United States contributed 8 billion hours of volunteerism in 2008 alone.

The economic value of all this volunteering? \$162 billion U.S. dollars.

To put that in context, this is roughly equivalent to the 2008 Gross Domestic Product (GDP) of Egypt. And that's just U.S. volunteers .

Volunteers are critical partners of and participants in societies throughout the world. Whether actively giving their time through a formal or ad hoc organizations, or taking part in what is sometimes called "informal volunteering" where citizens voluntarily participate in community activities or provide personal care for family, friends, neighbors, or even strangers as part of accepted cultural norms of giving and reciprocity.

The impact of no volunteers

Finally, here's one more way to visualize the impact of volunteers. Try this little exercise: imagine if one day, all volunteers simply didn't show up.

What would our cities, towns, state/provincial parks, schools, places of worship, and libraries look like? What basic needs would go unmet? What opportunities to grow, learn, and thrive as a society would be lost? The truth is you likely cross paths with a volunteer at least once if not several times a day, no matter where you are in the world. ■

Information above from <http://www.idealists.org/info/Volunteer/Why>



By Sally Duesenberg/Student-Family Services Coordinator Clear Lake Schools

Students helping students is what the Clear Lake School's Mentor program is all about. In its sixth year, high school students are paired with elementary and middle school students to develop relationships. These pairings are made through parent, teacher, or student request. It's all about building relationships and providing students an opportunity to give of their time and talents to another person. Seniors, Kaye Faber and Ryan Schmalen share the best part of mentoring has been "building a relationship with my mentee and his classmates" and "seeing the smile on their face when I walk in or when they do well on an assignment that we worked on together."

Research strongly suggests that when students are connected in school they do better academically, socially, and emotionally. The mentor program provides that connectivity for both the mentor and the mentee. High school counselor, Cathy Spotts says it is a win-win for both the mentor and the mentee. We most always have more mentees than mentors due to schedule conflicts, but we do the best we can. There are around 40 mentors in the program. Over the past six years we have had nearly 300 students serve as mentors. Our hope is that our mentors will see the value and importance of volunteering by sharing either their time, talents, or treasures with another person, organization or within their community. This past summer, Elementary School principal, Mike Barkley designed and built a tree base that is mounted on the wall in the hallway at Clear Creek. A leaf was made to represent each mentor and the years they served as a mentor. This year's seniors will be recognized with a leaf representing their years of service as the mentoring year wraps up with a mentor/mentee breakfast in April or May. ■

Research strongly suggests that when students are connected in school they do better academically, socially, and emotionally. The mentor program provides that connectivity for both the mentor and the mentee. High school counselor, Cathy Spotts says it is a win-win for both the mentor and the mentee. We most always have more



VolunteeringWhy we do it?

This last year Farmers State Bank of Ventura and Clear Lake was given the honor of being awarded the Larry Luker Volunteer of the Year. The question the Chamber asked us to answer is "why does Farmers State Bank and staff volunteer?" The answer is easy it's good for the community and the people who live and visit here. We are proud of our community and want to show everyone just how great it is to be here. We encourage people to visit and even better, to come back and make Clear Lake their home! Simply put, we volunteer because we care and want to give back to the community that has given us so much.



Volunteering is something many of us already do, there is much satisfaction in seeing an event succeed and the reward of new friendships that come out of working on a project together. We encourage you to take the time to volunteer for an event through the chamber, your school, church or that neighborhood group that keeps your local park picked up. So whatever you like to do, volunteer for that group or event and just have fun!! Working together we can accomplish much!

We look forward to seeing you out and about and enjoying all that Clear Lake and the area has to offer.

Farmers State Bank
Clear Lake & Ventura



Nominate Your Favorite Administrative Professional!!!

In honor of Administrative Professional's Day on April 22nd, we have partnered with several Chamber members to put together a special prize package for one lucky admin.

Nominate your favorite Administrative Professional by telling us why they're the best. Drop off your nomination letter in person to our awesome Administrative Professional Patsy (Email nominations will not be accepted).

Patsy will surprise the winner on Administrative Professionals Day, April 22nd with the following prize package: A 30 Minute Massage from Amaroo Spa, flowers from The Red Geranium, a bottle of wine from j avenue, 1/2 dozen cookies from Cookies etc, and a \$10 Gift Certificate from Back Yard Deli.

Deadline for nominations is April 20th at 9 am. Contest open to chamber members only. ■



Lake Leadership Day Highlights City and County History

The March 18th Lake Leadership Day on City & County History was a jam packed day, trying to learn as much as possible.

Class members first stopped at CL Tel to learn about the founders of CL Tel and Woodford Lumber. Jan Lovell was our hostess and the visit was capped off with a quick tour of their facilities. Then we made our way to the Clear Lake Library to meet with the person with all of the Clear Lake history, H Duesenberg. We ended the morning with a super tour of the Surf Ballroom, learning things that you ordinarily don't see on a do-it-yourself tour. Lunch was at the historic Barrel Drive In.

We then went down the road to Mason City for the "County" part. We had docent Peggy Bang give us a tour of the Historic Park Inn followed by a riding version of the walking tour of Rock Glen and Rock Crest. This was followed by a visit to the MacNider Art Museum, and the day was ended at the Stockman House and Architectural Interpretive Center.

It was quite the day!!

We will finish our Lake Leadership program for 2014-15 with our April 15th Ag Day.

Class touring the Historic Park Inn.



Jan Lovell & "C.R." at the Lake Leadership City & County History Day, which began at CL Tel



H Duesenberg, Library Historian, filling the class in on the history room at the CL Library.

Earth Day 2015



Stacy & Kevin Rucker, Owner/Operators from **Them People @ The Airport Cafe** recently had their ribbon cutting with the Clear Lake Area Chamber's First Mates for their new cafe. **Them People @ The Airport Café** is located at the Mason City Municipal Airport. Their hours are Tuesday-Friday 9AM—2PM, Saturdays 8AM - 2PM and Sundays from Noon to 6PM. Stop in and have a great meal with great service and a friendly smile! Or call them at 641-583-5221. You can also friend them on their Facebook page to see daily specials. ■



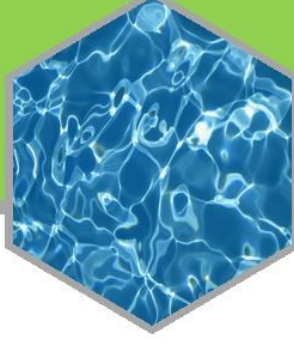
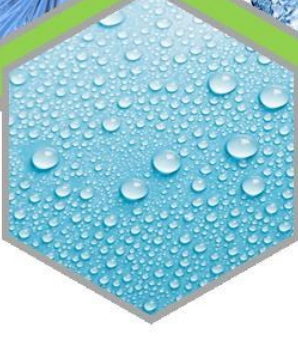
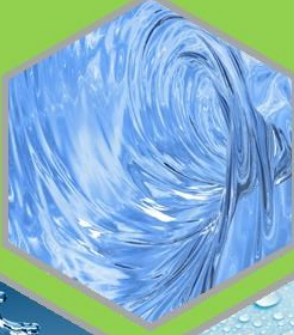
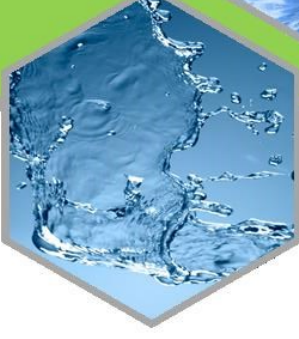
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Cerro Gordo County
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Destination Clear Lake

Introducing Destination Clear Lake, your Activities Guide to Iowa's premiere vacation community. This full-color, glossy, full-size magazine will include truly inspiring content, fresh feature articles, trip ideas and top picks! Images from local photographers will showcase Clear Lake's beautiful scenery. A comprehensive directory will feature accommodations, events, restaurants and shopping.

The distribution of Destination Clear Lake will be guaranteed to reach potential visitors through verified information requests and advertising leads, as well as a presence and availability at trade shows and Iowa welcome centers. In addition, Destination Clear Lake will be found locally at high traffic tourism locations, the visitor center and group welcome bags. Destination Clear Lake will have content that will be helpful and interesting to local residents, too, so it will be mailed to all residents in Clear Lake. A minimum of 30,000 magazines will be printed with the ability to print more if demand exceeds our estimate.

In addition, a mobile-friendly DIGITAL Edition will also be featured on clearlakeiowa.com.



CONTACT:
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Business phone _____	Business email _____

To maintain the integrity of this publication, limited advertising space is available. This advertising opportunity is open to chamber member businesses in good standing located in Clear Lake. We reserve the right to approve all advertising design and content to ensure it complements the publication.