



# Around the Lake

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



## 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.*

## Board Officers

### President

Mark Ebeling - Edwards-Brandt & Assoc.

### President-Elect

Chris Masters - Master Floors/Carpet One

### Past President

Nate Carney - Snyder Construction Co.

### Treasurer

Denni Sue Erickson - Ward Van Slyke

### V.P. Tourism

Laurie Lietz - Surf Ballroom

### V.P. of Legislative Affairs

Gary Peterson, Clear Lake Bank & Trust  
CEO

Tim Coffey, IOM

## Board Members

Jay Allen - Allen Travel Agency

Hunter Callanan - CL Tel

Alan Gochanour - Larson's Mercantile

Kristy King - Bergland + Cram

Jay LeFevre - First Gabrielson Agency

Lori Faught - Best Western

Tim Molencamp - Accelerated Rehab

Eric Paulson

Mark Steenhard

Diana Symonds - McQuaid Agency

### Ex-Officio's

Mike Callanan - City of Clear Lake

Shaun Areneson-North Iowa Corridor EDC

Kevin Moler - CL Sanitary District

Art Tesar - Ventura Mayor

## November 2014



### 20th Annual

### Christmas by the Lake December 5-7, 2014

The 20th Annual  
Christmas by the Lake event

is just around the corner and plans are underway for a memorable event. Our major sponsors this year are Clear Lake Bank & Trust, CL Tel, Lake Chevrolet, and Elizabeth Muse Norris Charitable Fund. Other sponsors include: Farmers State Bank, Dean Snyder Construction, VFW Post 4868, Kingland Systems, Globe Gazette, and The Other Place. Visit [www.clearlakeiowa.com](http://www.clearlakeiowa.com) for a complete schedule. ■



CLEAR LAKE  
BANK & TRUST

Elizabeth Muse Norris  
Charitable Fund



## 10th Annual Harvest Festival Was Another Great Success for Clear Lake!

The Clear Lake Area Chamber of Commerce's 10th Annual Harvest Festival held on October 4th once again showcased downtown Clear Lake with a celebration of wine, art and live music. It is estimated that over 3,000 attendees participated in a day of fun and festive fall atmosphere that featured an expanded farmers market, a variety of live music groups, samplings of choice wines and an opportunity to browse the antique and specialty shops, restaurants, attractions of our charming lake community and over 80 vendors.

A festival of this magnitude takes a tremendous amount of coordination and planning and can only be successful with the support of dozens of dedicated volunteers, sponsors and generous donations. Our Major Sponsors this year were, Clear Lake Bank & Trust, CL Tel, First Gabrielson Agency, ITC Midwest, Larson's Mercantile, & Manufacturers Bank & Trust. We are very grateful for all of our volunteers for their dedication in making this another premier event in Clear Lake, Iowa. The Chamber is grateful to Al Ashland for serving as Chairman and for the Harvest Festival Committee for their many, many hours of time that they put into making this the fabulous event that it has become. Committee members are as follows; Kym Barrett with TQ Technologies, Deb Cash with Farmers State Bank, Jenny Doughty with NIVCC, Nick Hanna with Farmers State Bank, Kathi Kadolph with Clear Lake Bank & Trust, Gerry & Pam Lentz with Lentz & Associates, Jennifer Martin with Crafts United, Angela Ott with Simmering-Cory, Natalie Plagge with Clear Lake Bank & Trust, Cerise Sissel with Wilcox Furniture, and Julie Valencia with Kaplan University & Jeannie Aastrup. Without their dedication Harvest Festival would not be the great event it is. We also appreciate Jeff & Andrew Nicholas for donating the cornstalks for our downtown light poles. ■



## NEW MEMBER PROFILES

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

**Air Choice One**  
**Cassie Davison, Sales & Marketing Rep**  
 9184 265th Street  
 Clear Lake, IA 50428  
 314-843-8501  
[www.airchoiceone.com](http://www.airchoiceone.com)  
 Airlines

**Executive Financial Architects**  
**Julie Wright, Owner**  
 415 N. 3rd Street  
 Clear Lake, IA 50428  
 641-357-1939  
[uniquepurposeplanning.com](http://uniquepurposeplanning.com)  
 Management Consultant

**Jamberry Nails**  
**Independent Consultant**  
**Libbey Patton**  
 1 North 35th Street  
 Clear Lake, IA 50428  
 641-529-2952  
[libbey.jamberrynails.net](http://libbey.jamberrynails.net)

**Amy Kuns**  
 207 North Shore Drive  
 Clear Lake, IA 50428  
 Individual Membership

**Love & Luck Photography**  
**Eric & Lexi Suby, Owners**  
 826 8th Street SE  
 Mason City, IA 50401  
 641-420-8270  
[loveandluckphotography.com](http://loveandluckphotography.com)  
 Photography/Studio

**The Supper Club Clear Lake**  
**Dena Petersen, Owner**  
 114 North 3rd Street  
 Clear Lake, IA 50428  
 641-357-7906  
[thesupperclubclearlake.com](http://thesupperclubclearlake.com)  
 Restaurant/Caterer

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!



Host: Accelerated Rehab Center  
 Date: Thursday, November 20, 2014  
 Time: 4:30 - 6:30 PM  
 Place: 7 South 8th Street, Clear Lake



We would like to thank j avenue & Louie's Custom Meats for hosting the September Business After Hours & for Clear Lake Bank & Trust for Hosting the October Business After Hours!



- **Entrepreneur Coffee** – Nov. 17 - 9:00AM-Chamber Office - Note Special Date
- **Not for Profit Communication Workshop**- November 18 - 8:30-11AM - Chamber Office

- **Lake Leadership Education Day** - November 19th
- **Business After Hours** - Nov. 20  
Accelerated Rehab - 4:30-6:30PM
- **12 x 12 Luncheon** – Nov. 21  
Noon - 1:15PM - Chamber Office
- **Christmas by the Lake** - December 5-6  
Downtown Clear Lake

**Culligan**  
 better water. pure and simple.  
**Steve Carew**  
 General Manager  
 Email: [steven.carew@culliganwater.com](mailto:steven.carew@culliganwater.com)

Mason City, IA  
[www.culliganwater.com](http://www.culliganwater.com)

**HEY CULLIGAN MAN!**

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 Local: 641-423-5814  
 Cell: 641-512-6319  
 Fax: 641-423-3453



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 SOCIAL MEDIA  
 FOR THE LATEST  
 UPDATES!**



## Since We Last Spoke..

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

Since We Last Spoke



Wow! Someone asked me the other day if I started my Christmas shopping. I responded that I haven't even thought about Christmas! My mindset is just getting acclimated to autumn.

It's true, tempus fugit – time flies!! Now we are gearing up for Christmas by the Lake on December 5th & 6th. Knowing Chairman Gene Madson, he and his committee will have one heck of a great event this year, especially since it's the event's 20th anniversary!! So, mark it on your calendar, a super way to begin your holiday festivities!

The Harvest Fest was terrific. Chair Al Ashland and his committee (and the Chamber staff) did their usual best to outbest themselves for the event's 10th anniversary. The crowds were huge, the wine and brew was always great tasting and the music venues were outstanding. Mark this on your calendar because it will be here before you know it – July 1, 2015, the day we start selling bags for the 2015 Harvest Fest!

Our Lake Leadership program had a great beginning on October 15th with a briefing about the new airline coming to town, Air Choice One, a tour of the airport as an economic hub, presentations by the Clear Lake Chamber and the North Iowa Corridor Economic Development Corporation on their organizations, with a panel on banking and finance ending our day. The November Lake Leadership Day will be Education Day on November 19.

We will be having a special "Thanksgiving" Campaign for our membership by our First Mates. They will personally visit most of our 437 Chamber members, delivering a packet of info to them and asking them to consider renewing their memberships in 2015. Much time and effort have gone into the planning of this event so I hope you will welcome them when they come to do a brief visit sometime from November 1 to November 18th.

Finally, I urge you to get out and exercise your right to vote this election. It's an important election (actually, all of them are in some ways), and your voice needs to be heard if you want to see your priorities take root. Regardless of your party affiliation, please vote on November 4th!

As always, we are truly appreciative of your support of our Chamber. Let us know what you think, by contacting me at 641-357-2159 or email me at [tim@clearlakeiowa.com](mailto:tim@clearlakeiowa.com).

Have a great November! ■



## Chamber Begins New "Thanksgiving" Campaign for Our Members

The First Mates, the Chamber's outreach group to the community, has taken on the challenge of trying to reach every Clear Lake Chamber member to thank them for being a Chamber member. Members will be shown the benefits they can receive as a Chamber member to those benefits that they might already know.

The effort will begin on November 10 through the 18th of November. Obviously there may be some members that may be visited outside of that time frame but the information in the packets that they will receive along with a 2015 Clear Lake calendar is worth the few minutes members will be asked to spend with a First Mate.

For more information on the Thanksgiving campaign or if you have not been visited in a timely manner, please call Tim Coffey, 641-357-2159. ■



## Your Help with Legislative Issues



If you haven't already done so, please take several minutes to complete our Chamber

**Legislative survey. This is an important step in putting together our own Chamber's legislative agenda on your behalf.**

**Just click to this link below and you can start the survey. Thanks!!**

**<https://www.surveymonkey.com/s/TQT3T6Q>**



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

## Staff

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

Office Hours:  
Monday - Friday 8:00 AM - 5:00 PM

Phone: (641) 357-2159 or  
(800) 285-5338  
Fax: (641) 357-8141



Email: info@clearlakeiowa.com  
Web site: www.clearlakeiowa.com

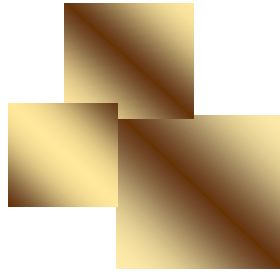


## Quote of the Month

*“Not what we say about our blessings, but how we use them, is the true measure of our thanksgiving.”*

*-W.T. Purkiser*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1  Cutting Edge Fitness Turkey Trot
2  Daylight Savings Time Ends	3  10:00 AM Staff Meeting	4  Noon- First Mates  Tuesday Painters & Sit & Knit Open Studio - CL Arts Center	5	6	7	8
9	10  10:00 AM Staff Meeting	11  Tuesday Painters & Sit & Knit Open Studio - CL Arts Center	12  Noon - Executive Committee Mtg.	13	14  10:00 AM Senior Chamber	15
16	17  10:00 AM Staff Meeting	18 9:00AM Entrepreneur Coffee Chamber Office  Fraud Prevention Seminar Tuesday Painters & Sit & Knit Open Studio - CL Arts Center	19  Lake Leadership Class	20 Cup o'Joe Reader's Theatre-CL Arts Center  O Sole Trio- E.B. Stillman Auditorium  Business After Hours Accelerated Rehab 4:30-6:30PM	21 Cup o'Joe Reader's Theatre-CL Arts Center  12 x 12 Luncheon	22 Cup o'Joe Reader's Theatre-CL Arts Center
23	24  10:00 AM Staff Meeting	25  11:30 AM- Chamber Board  Tuesday Painters & Sit & Knit Open Studio - CL Arts Center	26  9:00 AM- Newsletter	27 HAPPY THANKSGIVING  Office Closed	28  Office Closed	29  The Spazmatics- Surf Ballroom
30						



## More News Around the Lake...



November 2014



### Christmas By The Lake Parade Announcements

The deadline to enter a float in the lighted parade is Wednesday December 3. This year Christmas By The Lake will be celebrating its 20 year anniversary. In recognition of the 20 year anniversary the prize levels have increased. First place will receive \$500, second place \$250 and third place \$125.

"Best Christmas Movie" will be the theme this year. Entries must have an identifying sign or banner. Judging will be during the parade, and prizes will be awarded based on the best use of lights and overall creativity.

The parade will be Saturday December 6. For more information, contact the Clear Lake Area Chamber of Commerce, 641-357-2159. ■



### Christmas by the Lake "Treasure Hunt" December 7th

The Christmas by the Lake Committee, along with the Other Place of Clear Lake as our Major Sponsor, will be hosting the ever popular Treasure Hunt again this year on Sunday, December 8th at 1:00 PM at City Park Bandshell. It has been a huge success and continues to grow. We are excited about doing it again for this year's Christmas by the Lake Celebration and hope you bring your kids out for a fun time. This event is limited to children ages 12 and under. ■

# 17th Annual Polar Bear Club

## Sunday, December 7th - 12:30 PM

### A Minimum of \$40.00 to "DIP"!

Everyone that takes a "DIP" will get a Polar Bear Club sweatshirt.

All proceeds to go to:

**"Make A Wish of North Iowa" & "Toys for Tots"!**

**Call the Chamber 641-357-2159 for your Application!!**





## **Clear Lake First Mates Holds Ribbon Cutting for Pritchard Family Auto's Grand Opening!**

Pritchard Family Auto Stores is pleased to announce the opening of their 32,000 square-foot Ford Trustmark Dealership near the intersection of Highway 18/122 and Interstate 35 in Clear Lake. The new state of the art facility will provide Pritchard customers with the most modern and comfortable facility in the Midwest. The expansive showroom, comfortable guest lounge, and expanded parts and service departments, will enhance the existing award winning sales and service experience customers have associated with the Pritchard Family Auto Stores for over 100 years.

Pritchard's commitment to preserving the environment and conserving energy is prevalent throughout the facility, including an alternative fuel bay dedicated to the conversion and repair of vehicles utilizing Compressed Natural Gas, Liquid Propane Gas, and Electric Vehicles. Operating next to the dealership is Ford's Quick Lane Tire and Auto Center, featuring expanded hours and today's most technological equipment. Service is available for all makes and models including oil changes, tires, brakes, and other routine vehicle maintenance services with no appointment necessary and extended hours including Saturdays.

The second floor of the facility houses Pritchard's National Commercial Sales Department, and Metro Worldwide corporate offices on the second floor. For the past 15 years, Pritchard's fleet sales division has been acknowledged annually for their volume and customer satisfaction, and in 2013 was recognized as the only Ford Dealership in the nation to finish in the top 5 in both sales volume and customer satisfaction.

"We are excited to bring our dream to reality in North Iowa," stated president, Joe Pritchard. "We are very humbled by the support we have received from the North Iowa Community for over 100 years. This is our commitment to serve our customers and friends for the next 100 years."

Pritchard added, "As big of an asset the new facility is to our employees and customers, we understand that buildings don't sell and service vehicles--people do! We have the best team in the industry to deliver the overall value our customers deserve with their vehicle ownership."

Pritchard Family Auto Stores is a 5<sup>th</sup> generation family-owned and operated business and proud to provide North Iowa with quality, dependable automobiles and outstanding customer service since 1913. In addition to the Clear Lake location, The Pritchard Companies represent all domestic vehicle manufacturers, in 6 additional locations: Britt, Clarion, Forest City, Garner, Mason City, and Northwood. ■



# *Business After Hours*

*Hosted by*



**7 South 8th Street, Suite C**

**Clear Lake, IA**

**Thursday, November 20th**

**4:30 - 6:30 p.m.**

**Food!**

**Fun!**

**Networking!**



# FLIGHTS TO

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O'HARE

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The safety of the participants in our parade entry is important to us. We ask you not to have any person on your entry to be placed in an unsafe or dangerous position. Thank you.

*I agree to indemnify and hold harmless the Clear Lake Area Chamber of Commerce from claims for personal injury, property damage, administrative penalties, fees, fines or costs caused, directly or indirectly, by the distribution, or propulsion, of candy, water or promotional objects or literature from my entry as well as from property damage or personal injury, administrative penalties, fee, fines or costs caused, directly or indirectly, by any motor vehicle or object towed by any motor vehicle, as my entry. The committee reserves the rights to restrict, or reject parade entrants.*

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Thank you for your participation!

## PARADE GUIDELINES:

1. Floats must have a Christmas theme.
2. Each entry must have a sign or banner to identify your group or business.
3. Each entry must have lighting and we encourage music.
4. NO distribution of candy or other items are allowed for safety reasons.
5. NO semis allowed.
6. NO Political Entries.
5. Please NO Santa's on your float...there will be one at the end of the parade and we don't want to confuse the children! Thank you.

Clear Lake Area Chamber of Commerce  
%Christmas by the Lake  
205 Main Avenue, P. O. Box 188  
Clear Lake, IA 50428

Phone: 641-357-2159 Fax: 641-357-8141  
Website: clearlakeiowa.com  
Email: trish@clearlakeiowa.com

## 20th Annual



## Christmas by the Lake Parade Application

**Saturday, Dec. 6th**

**2014 Theme:**

**“Best  
Christmas  
Movie”**



# Clear Lake's Christmas by the Lake Parade Saturday, December 6th - 5:10 PM

The *Christmas by the Lake* Lighted Parade is a  
**PREMIERE** feature of this holiday event!

## Theme for 20th Anniversary **"Best Christmas Movie"**

Showcase your business or  
group to thousands of parade  
spectators!

Enter your float in the  
***Christmas by the Lake  
Lighted Parade!!***



Floats will line up at 4PM just east of 8th Street on Main Avenue. Route is down Main Avenue to the Lake, turn west on North Lakeview Drive and continue on North Lakeview Drive to 4th Avenue North, turn right to North Shore Drive. Judging will be during parade.

Prizes will be awarded based on best use of lights and overall creativity:

**1st - \$500, 2nd - \$250, 3rd - \$125**



## ENTRY FORM

Please mail or drop off this entry form by Wednesday, December 3rd. FREE no sign-up fee.

Business/Organization Name:

Contact Person:

Address:

Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Does your entry have music? \_\_\_\_\_  
(Live or taped? \_\_\_\_\_)

Does your entry have horses? \_\_\_\_\_  
*Bung Bags, when applicable, are required. Otherwise, as a courtesy, please clean-up after your animal. Thank you!*

Brief Description of Entry: