



Around the Lake

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



July 2010



Mission Statement
The Clear Lake Area Chamber of Commerce is organized for the purpose of promoting the success of its members and the Clear Lake area. The organization will provide leadership and assistance in the areas of commercial development, tourism, quality of life enhancement, economic achievement and community development as determined by the needs and desires of its members and directed by its Board of Directors.

Board Officers

President
Casey Callanan - 1st Insurance Agency
President-Elect
Mark Ebeling - Edwards-Brandt & Associates/Iowa Realty
Past President
Denni Sue Erickson - Ward Van Slyke
Treasurer
Paul Stevenson - CLB&T
V.P. Programming
Tim Stenberg - Joshua Homes
V.P. Internal
Alice Hanley - Longaberger Consultant
V.P. Tourism
Chad Cavett - Heartland Inn
Executive Director
Gary Bright

Board Members

Nate Carney - Snyder Construction
Dr. Todd Hocraffer, We Care Chiropractic
Doug Klein - CL Tel
Chris Masters, Master Floors
Lisa Scheff - MBT
Laura Scheff - Eva Maries
Chad Schoneman - Schoneman Realtors
Dave Ricken - Heartland Asphalt
Twyla Tindall - Lyla's Boutique
Ex-Officials
Mike Callanan - City of Clear Lake
Kevin Moler - CL Sanitary District
George Simpson - Ventura Mayor

Thank you to everyone for their contributions to our 2010 July 4th Fireworks. Without your support it would not be possible to put on the biggest and best July 4th Fireworks in the Midwest! We would also like to give a special thank you to John Pappajohn, the Hanson Foundation, & Arlene B. Hughes for their generous contributions this year. The fireworks display will be held on Sunday, July 4th at 10:00 p.m. The complete schedule of events is listed below. We will also be providing FREE trolley rides again this year, see insert for schedule and loading and drop off locations. ☐

Wednesday, June 30th

5 PM Evans United Shows Carnival Opens
5 PM Bingo Opens
7 PM Pharm Boys (Classic Rock)
(Sponsored by Heartland Asphalt)

Thursday, July 1st

Noon Evans United Shows Carnival Opens
Noon Bingo Opens
7 PM Blue Band (Blues, Soul & Rockabilly)
(Sponsored by Master Floors-Carpet One)

Friday, July 2nd

10 AM-9 PM Arts & Craft Fair (Under Watertower)
Noon Evans United Shows Carnival Opens (Wrist Band Day \$15 - Noon-5 PM)
Noon Bingo Opens
7:00 PM Arch Allies (Styx, Journey & REO Tribute Band) (Presented by Joshua Homes and sponsored in part by Kingland Systems & VFW Post 4868)

Saturday, July 3rd

10 AM-9 PM Arts & Craft Fair (Under Watertower)
Noon Evans United Shows Carnival Opens
Noon Bingo Opens
Noon- 3 PM Killroy (Formerly A Train & The Straight Freight Blues Band) (Sponsored by Dean Snyder Construction Co.)
7:00 PM Neil Hewitt (Country) (Sponsored by Corporate Farmer)

Sunday, July 4th

10 AM - 9 PM Arts & Craft Fair (Under Watertower)
Noon Evans United Shows Carnival Opens

Sunday, July 4th, Cont'd

Noon Bingo Opens
1:30-3 PM Denny's School of Dance
5:30-6:30 PM Turbo Tumbling Performance by Agape Church
8:30-10 Municipal Band *(Sponsored by Larson's Mercantile)*
10 PM Fireworks over Clear Lake
10-10:30 Musical Tribute on KLSS-106.1 FM, AM 1490 KRIB, & AM 1300 KGLO

Monday, July 5th

"Family Fun Day"

10 AM Parade (Grand Marshal Arlene B. Hughes)
11 AM- 5 PM Arts & Craft Fair (Under Watertower)
Noon Evans United Shows Carnival Opens (Wrist Band Day \$15 - Noon-5 PM)
Noon Bingo Opens
12:30 NIACC Announces "Extreme Makeover College Edition" Winners
Noon - 1 PM Sheltered Reality *(Sponsored by Alice Hanley-Independent Longaberger Consultant)*

All of the Following Events are brought to you by CL Tel / CL Vision & Woodford Lumber & Home Co.

1 PM Family Feud Game Show
3 PM Family Fun Time - All Ages Welcome) Sack Race, Egg Toss, Relay Race, Pie Eating Contest. All games to take place in front of the Bandshell.

NEW MEMBER PROFILES

Please welcome the following new members to the Clear Lake Area Chamber of Commerce.

Edwina & Leo Formanek
207 North 3rd Street
Clear Lake, IA 50428
Individual Membership

Tony's Tire Truck & Towing
Mr. Chris Nessa, VP
2406 15th Avenue North
Clear Lake, IA 50428
641-357-4466
www.tonystireservice.com
Towing, Automotive Repair,
& Auto Maintenance
Services

Lake Liquors Wine & Spirits LLC
Mark & Pattie McLaughlin, Owners
910 North 8th Street West
Clear Lake, IA 50428
641-357-4430
Liquor Store



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!



2010 Harvest Festival Bags On Sale July 1st!

The 2010 Harvest Festival Bags will go on sale starting Thursday, July 1st. You may purchase your bags on-line at www.clearlakeiowa.com, you may stop by the Chamber Office at 205 Main Avenue or you can call 800-285-5338. Get your bags early as we plan for another sell out!! ☐



Host: Central Gardens of North Iowa

Date: Thursday, JULY, 15 2010

Time: 5:00 - 7:00 PM

Place: 800 2nd Avenue North



Thank you to Clear Lake Bank & Trust for hosting the Breakfast Before Business in June!



Clear Lake Area Chamber of Commerce June's Preferred Member Profile

North Iowa Golf

4450 4th Street SW

Mason City, IA 50401

641-424-2244

Jim & Mary Lensing, Owners
Dean Capesius - P.G.A. Instructor

www.northiowagolf.com

Full Line Pro Shop
Mini Golf Course - 18 Holes
Driving Range
P.G.A. Instructor - Lessons

Clear Lake Area Chamber of Commerce Visitor Request / Home Page Statistics For the Month of June 2010

Relocation Packets:	2	Request Via Phone/Email	59
Visitor Guides Distributed:	1,500	IA-38 - MN-11 - WI-2 - OH-2 - KS, AZ, IN, PA, AR, IL - 1	
In Office Visitors:	826	Website Hits	467,137
# of Web Site Users:	15,004	Top Links from external page(s)	
Facebook Fans:	1,557	cruseclearlake.com, traveliowa.com, facebook.com and visitmasoncityiowa.com	
<i>(Become a Facebook Fan Today)</i>			

Clear Lake Area Events For July

1-5	July 4th Celebration
2	Nitty Gritty Dirt Band - Surf Ballroom
8	Thursdays on Main-Downtown Clear Lake
9-11	Bicycle Blues & BBQ - City Park
10	Second Saturday - CL Arts Center
10	Summer Garden Party - Central Gardens
11	Big Band Dance Club - Everett Boyer Orchestra Surf Ballroom
15	Thursdays on Main - Downtown Clear Lake
16-18	4th Annual Iowa Independent Film Festival
16	America - Surf Ballroom
17	Annual Antique Classic Wooden Boat Show
18	CL Noon Lions Chicken BBQ - City Park
20	CL Chamber Annual Golf Fundraiser All Vets Golf Course
22	Thursdays on Main - Downtown Clear Lake
23	Ghost Boat - Lady of the Lake
23	Ted Nugent - Surf Ballroom
23-24	Iowa Storytelling Festival
24	Art Sail
24-25	Lakeside Dixiefest
25	Big Band Dance Club - Sentimental Swing Orchestra Surf Ballroom
25	Walk & Talks in Central Gardens
29	Thursdays on Main
31	CrawDaddy Outdoors Kayak Demo Day



On-Going Events:

May-September (Memorial Day-Labor Day)

Sundays 9:30 a.m. - Worship in the Park

Saturdays & Sundays - Clear Lake Yacht Club Races

Fridays in July & August - Friday Flowers in Central Gardens

Saturdays (7:30 p.m.) & Sundays (3:00 p.m.) - CL Municipal Band Concerts

Sundays at 6:00 p.m. - I-35 Speedway Races - North Iowa Fair Facility

Saturdays 9:00 a.m. to Noon - Farmer's Market



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* Concrete/Masonry

* Pre-engineered Buildings * Metal Re-roof

Lake Mills, IA



Albert Lea, MN

1-800-765-1426

Gary's View From The Shore...



The planning has been going on since last September and now it's time for The Big Show. The 127th Annual Clear Lake 4th of July Celebration runs from Wednesday, June 30th thru Monday, July 5th.. The Evans Carnival will take over the area around City Park with rides and games for everyone and music will be presented in the bandshell every day. It's Clear Lake's time to shine and we hope you will join us for all the fun. Remember, with the holiday falling on Sunday, the big 4th of July Parade will be held on Monday morning at 10AM. The fireworks will be held as usual on the evening of July 4th.

On a number of occasions in these newsletter articles and in other mediums, I have talked about Chamber Membership and the importance of having a strong membership base. Sometimes, I think we lose sight of the fact that if the Chamber doesn't have members, none of the great events that happen in Clear Lake would take place. All of the events that are sponsored by the Chamber are designed to do one thing, bring people to town to shop at our businesses. We thank all of our members for their support and encourage them to talk with their fellow business people who are not members and suggest that they too, join the Clear lake Area Chamber of Commerce.

We would like to welcome those who have joined the Chamber over the last few weeks: Lake Liquors, Wine & Spirits, North Iowa Vocational Center, S & B Novelties, Titan Pro, Tony's Tire, Truck & Towing and individual member Edwina & Leo Formanek.

Emerson's by the Lake in Clear Lake was presented the Chamber's Customer Service Award for the second quarter of 2010. Emerson's was nominated by one of their customers for giving outstanding customer service. We congratulate Ken and his staff. Nomination forms are available on the Chamber's website, www.clearlakeiowa.com or at the Chamber Office. Members are free to make copies of the form and use as bag stuffers in order to encourage their customers to make a nomination. The next Customer Service Award will be presented in September.

The Chamber has unveiled its new logo. You can see the new logo in this month's newsletter. You'll be seeing it more and more on letterhead in advertisements and on Chamber retail merchandise. Let us know what you think.

So, here we are, Summer in Clear Lake. A great place to be! ☐

Have a successful month.



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

Are You A
 Clear Lake



Staff

Gary Bright, Executive Director
 Patsy Barragy, Administrative Assistant
 Libbey Patton, Tourism Director
 Trish Pletcher, Special Projects Director
 Sheral Abbott, Visitor Information Specialist
 Gail Robinson, Visitor Information Specialist

Office Hours - Memorial Day - Labor Day
 Monday - Friday 8:00 - 5:00 PM
 Saturday - 10:00 AM - 4:00 PM
 Sunday - 1:00 - 4:00 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

*“Democracy is the government of the people,
 by the people, for the people.”*

~Abraham Lincoln

July 2010



Sun	Mon	Tue	Wed	Thu	Fri	Sat
Vist www.clearlakeiowa.com for complete schedule				1 July 4th Celebration	2 July 4th Celebration	3 July 4th Celebration
4 Independence Day July 4th Celebration	5 July 4th Celebration	6	7	8 	9 10:00 AM Senior Chamber Noon-Golf Fundraiser Committee Mtg.	10
11	12	13	14 Noon-Executive Board	15 Clear Lake Business After Hours 5-7 PM - Central Gardens	16	17
18	19	20 Chamber Golf Fundraiser - All Vets Social Center	21	22 	23	24
25	26	27 RAGBRAI 	28 11:30 AM - Chamber Board Meeting	29 	30	31

More News Around the Lake...



July 2010

Preferred Membership Enhancement Program

The following businesses/individuals have voluntarily chosen to enhance their chamber membership investment to further support chamber activities. To find out how your business can be a member of the Preferred Membership Program, call the Chamber office at 641-357-2159. ■



Cruiser Member – 50% Increase

**Bergland & Cram
Cabin Coffee Co.**

Clear Lake Mirror Reporter

Alice Hanley-Longaberger Independent Consultant

Roger Harringa

Joshua Inc.

Luker's All American Storage

North Iowa Area Community College

North Iowa Golf, LLC

Oakwood RV Park

Dr. Mark Scribbins, DDS

Speakar Photography

Eldon & Kathy Vine

Pontoon Members - 25% Increase

CLB&T Insurance & Financial Services

Lady of the Lake

Larch Pine Inn

State Representative Linda Upmeyer

Runabout Member – 10% Increase

Best Western Holiday Lodge/Bennigan's

Big Fish Auto Rental

Clear Lake Church of Christ

Edwards-Brandt & Associates / Iowa Realty

Mason City Municipal Airport

Mason City Family YMCA

Health Care Legislation (PPACA) Seminar

For employers, the first northern Iowa seminar on the new Federal Health Care Legislation will be held on Tuesday, August 17th at the Best Western Holiday Lodge.

Attendees will learn about the various components of the health care reform which could affect them currently, in six months, next year and over the next several years. Components of the health care reform that will be discussed will be the employer tax credits, employee subsidies, dependent coverage, (CLASS) community living assistance services and support, health care exchanges, wellness programs and grants, and much more.

The Main speakers for the seminar will be Representative Linda Upmeyer, who is the state representative for north central Iowa, and Jesse Patton, who is the Legislative Board member for the National Association of Health Underwriters.

Employers and Human Resources staff who wish to attend this NO cost seminar need to contact the Clear Lake Area Chamber of Commerce at 641-357-2159 to confirm their seat by RSVP.

The sponsors of the seminar are Gerry and Bob Lentz of Lentz and Associates. ■

Dave's Deck Care

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* New Construction

Carpentry & Remodeling

* Windows * Insulation * Siding * Doors
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Dave Marreel

641-357-0227

A Clear Lake Family Owned Business
Serving North Central Iowa Since 1989

Your July RAGBRAI Update



T-SHIRT TUESDAYS

One of the biggest events on a Tuesday this summer in Clear Lake will be on Tuesday, July 27 when Clear Lake hosts over 20,000 guests to the community for RAGBRAI XXXVIII.



As a show of support for the event and to celebrate pride in Clear Lake as an Overnight Host Town, the local Steering Committee is suggesting that the RAGBRAI – Clear Lake t-shirt should be worn by everyone on every Tuesday until August.

Shirts are available at Uncorked, Clear Lake Area Chamber, Kramer Ace Hardware, MBT (Highway 18) and Clear Lake Bank & Trust (downtown). Shirts are \$15. Sizes range from Youth Small to Adult XXXL.

All volunteers working on this event are asked to purchase this t-shirt to show their support and all volunteers working on Tuesday, July 27th will be wearing the t-shirts.

“We want the bikers to see a sea of turquoise as they enter Clear Lake on July 27th. It’s a cool shirt and everyone should have one,” said Diane Thompson, General Chairman of the event. “We hope to see our t-shirts all over town every day this summer – but especially on T-Shirt Tuesdays.” ■

FAMILY FUN RIDE

On June 30th, the RIDE RIGHT Committee will host a FAMILY/COMMUNITY BIKE RIDE around the lake (or as far as you wish to go). Wear your RAGBRAI t-shirt and meet at City Beach at 5:30pm. All ages and abilities are invited to join in and promote safe and courteous bicycle riding in preparation for RAGBRAI. ■



Spots Still Open for the 2010 Clear Lake Area Chamber Golf Fundraiser

Tuesday, July 20th

10:30 AM Registration. 11:30 AM Tee Off.

All Vets Golf Course

Get your reservations in today.
Reservations are limited to
the first 100 golfers.
See enclosed for registration form.



Chamber Looking for Breakfast Before Business & Business After Hours Hosts

The Clear Lake Area Chamber of Commerce still has opportunities available for members to host a Business After Hours and Breakfast Before Business event. The October 21, 2010 Business After Hours is available for sponsorship as are the September 10th and December 10th Breakfast before Business.

These chamber events are a great way to showcase your business to chamber members. The Business After Hours events run from 5:00 - 7:00 p.m. and are a great way to network with fellow business people. Breakfast Before Business begins at 7:30 a.m. & runs to 8:30 a.m. and includes a short 15 minute program and time for networking for those who cannot attend an After Hours event.

If your business would like to sponsor any of these three events, call Patsy or Gary at 357-2159. The chamber is also reserving Business After Hours and Breakfast Before Business events for 2011. Contact the chamber to reserve your month. ■

Members of the Clear Lake Area Chamber of Commerce First Mates Present Member Businesses with their Membership Plaques



Mike & Jill Tarr, Owners of **The Country Orchard** were recently welcomed as a member of the Clear Lake Area Chamber of Commerce

by members of the Clear Lake First Mates. **The Country Orchard** is located at 10947 Indigo Avenue in Clear Lake, IA. **The Country Orchard** offers 5 varieties of home grown apples available September to November. Jams, jellies, salsa and pumpkins also available. For more information please contact Mike or Jill at 641-357-5688. ■



Val Morton, Agent with **Shelter Insurance** and his wife and children, were recently welcomed as a new member of the Clear Lake Area Chamber of Commerce. **Shelter Insurance** is located at 210 US Highway 18 West, Suite B in Clear Lake, IA. The **Shelter Insurance**

group of companies is a leader in the insurance industry, providing customers with exceptional insurance and financial products and services. Since opening in 1946, they have become one of the most successful and financially sound regional insurance groups in the country. In 1986, they introduced an international reinsurance operation, specializing in reinsuring property around the world. For all your insurance needs contact Val at 641-357-0999 or visit their website at www.shelterinsurance.com. ■

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Randy Martinson
Sales Representative / Household
Email: randy.martinson@culliganwater.com

4860 4th Street SW
Mason City, IA 50401
www.culliganwater.com

HEY CULLIGAN MAN!

Toll Free: 800-408-3612
Local: 641-423-5814
Cell: 641-420-5907
Fax: 641-423-3453



Come to downtown Clear Lake this summer on Thursdays from 6-9 p.m. with family and friends, to enjoy fabulous shopping, great food, music, kids activities, & more!

Battle of the Bands for Thursday, July 8th
7:00 p.m. - Flat Line (Block A - 400 Block of Main)
8 p.m. - Stone Mountain (Block B - 300 Block of Main)

Battle of the Bands for Thursday, July 15th
7 p.m. - TBA (Block A - 400 Block of Main)
8 p.m. - Side Show (Block B - 300 Block of Main)

Brought to you in part by...



Clear Lake Area Chamber of Commerce

2011 Clear Lake Calendar Advertising Opportunity!

The Clear Lake Area Chamber of Commerce 2010 Calendar was a huge success and we are in the process of developing our 2011 Photo Calendar of Clear Lake.

We are giving our Active Chamber Members an opportunity to advertise their businesses / event. The ad size is 1" x 11" and will cost \$200 which includes the ad and 5 free calendars.

There are only 12 advertising opportunities so if you are interested in advertising please contact Trish ASAP at the Chamber Office at 641-357-2159 or email to trish@clearlakeiowa.com. ■

