

# FYI



**FYI** Oct. 2011



## Lake View Awarded Outstanding Tourism Community of the Year

At the Iowa Tourism Conference Oct. 19-21st in Okoboji, the City of Lake View was named the **2011 Outstanding Tourism Community of the Year** in a special awards ceremony. Accepting the award from Debi Durham, Director of Iowa Economic Development Authority & Shirley Phillips, Pres. Travel Federation of Iowa, were Ken Steinkamp, Emily Busch, Mayor John Westergaard, Cora Lahr and Scott Peterson.

As the 2011 recipient chosen by their peers in the tourism industry, Lake View was recognized as a community that has generated tourism growth in Iowa. The other nominees in the category were Altoona, Amana Colonies, Balltown,

Council Bluffs, Mason City and Waterloo. The main criteria in determining the award winner include effectiveness, creativity, innovation and results.

Community leaders lauded the tireless efforts of community volunteers who make the annual events and activities possible, while welcoming tens of thousands of visitors to the community and Black Hawk Lake year-round.

***"We share this award with all of those who volunteer their time to Lake View,"*** stated Mayor John Westergaard. ***"An accomplishment like this simply wouldn't be possible without their commitment to our community."***

*(Continued on page 2)*

### DOT Public Hearing on Proposed Reconstruction of Iowa 196

The Iowa DOT will hold a public information meeting on Tues., Nov. 1st at the Sac Community Center, Sac City, between 5—7 p.m. They will be discussing the proposed reconstruction of Iowa 196 from 0.8 miles south of US 20 to just north of existing U.S. 20. This will include the replacement of the bridge over the Cedar River. It is a come and go informal public hearing so you can visit with DOT staff any time between 5—7 p.m.

#### Inside this edition:

Supporting Iowa Companies	2
US 20 Update	3
Econ Span on Hwy 71	3
Sac Co. Elections	4
7 Steps to Stagnation	4
Use of color in your logo	4
Your privacy	4

## Supporting Iowa companies Entering the Global Markets Technical Trade Assistance Program

The Iowa Economic Development Authority is pleased to announce the receipt of a State Trade and Export Promotion (STEP) grant from the U.S. Small Business Administration. The STEP Pilot Grant Initiative provides grants to states for small business exporting assistance programs. The aim of the STEP Initiative is to increase the number of small businesses that are exporting and increase the value of exports for those small businesses that are currently exporting.

The Iowa Economic Development Authority will disburse grant funds via the following programs to help eligible Iowa companies develop or expand their export markets:

Technical Trade Assistance Program (TTAP) - Iowa Economic Development Authority's International Trade Office will provide an assessment of a company's export needs, provide consultation and referral(s) to a variety of export resources at the local, state and federal levels.

Domestic Trade Assistance Program (DTAP) - Provides up to \$3,000 assistance per occurrence to participate in an eligible domestic trade show. Eligible shows must include an international buyers program of the U.S. Department of Commerce or the Food Export Association of the Midwest. Eligible companies can receive funding up to two times in the funding period.

Expanded Export Trade Assistance Program (ETAP) - Provides up to \$4,000 per occurrence, up to three times in the funding period, to help defray expenses when participating at a trade show or on a trade mission outside of the U.S.

Product Trade Assistance Program (PTAP) - Provides up to \$5,000 per occurrence to assist a company in adjusting product or product certification to expand export opportunities. Eligible companies may receive one grant in the funding period.

Applications are now being accepted online at [www.iowagrants.gov](http://www.iowagrants.gov). To learn more about the grant programs and how your company can benefit, e-mail: [international@iowa.gov](mailto:international@iowa.gov) or contact Lisa Longman at 515.725.3139.

## Lake View Awarded Outstanding Tourism Community cont.....

(Continued from page 1)

City Administrator Scott Peterson echoed Mayor Westergaard's comments, acknowledging that the award is a result of a much larger group effort. ***"This is a testament to what can happen when a community rallies around a common vision and works together in support of shared goals,"*** said Peterson. ***"It is rewarding to be recognized by the state of Iowa for our efforts and we will use it as motivation to continue our work, so Lake View remains a wonderful place for visitors and residents alike."***

Michele Walker, Director of the Western Iowa Tourism Region, said, ***"Congratulations to Lake View! All of your planning and hard work earned accolades from your peers. "Tourism Community of the Year" is the highest compliment to be paid in the tourism industry and an honor well deserved by the citizens of Lake View who have worked together to implement such an ambitious development and marketing plan."***



Lake View is to be commended for their years of hard work and the many improvements they have made in their community to enhance the quality of experience they provide to their visitors, as well as the improvements that positively impact their residents every day. They stand as an example to all of us—with a lot of planning, creative financial opportunities, commitment by the city, and combining efforts of all of their local organizations, they have been successful and will continue to work on projects.

Several new events in 2011 included the snowmobile drag races, the Pelican Plunge, a large bike ride to commemorate the re-surfacing of the Sauk Rail Trail, a new night—time bike ride, a motorcycle rodeo & poker run and a weekend road race. The highlight event of the year was the Stone Pier Summer Concert Series which were free to the public and drew thousands of people on land and by boat.

Sponsorships were used to defray the cost of the concerts. The economic impact of these concerts, as well as all the events, was felt throughout the county as we all shared in the sales tax revenue. **Congratulations again to Lake View for all their hard work!**



## Update

The next **US 20 Association meeting** will be Friday, Nov. 4, at 10 a.m. at the Iowa State Bank meeting room in Sac City. The agenda will include a review of recommendations made by Governor Terry Branstad's Transportation 2020 Commission, planning of **Transportation Day 2012 at the Capitol** set for

Jan. 24th, and an update on construction of four-lane US 20 in Calhoun and Sac Counties.

### Construction Progress

- ⇒ White rock has been laid on the stretch between N28 & Hwy. 4 in preparation for paving.
- ⇒ The concrete plant is set up north of Lytton on the west side of N28 and the paving has begun.
- ⇒ The overpass on 230th St. northwest of Sac City is open to traffic.
- ⇒ Concrete has been poured on the Cedar River bridge.
- ⇒ The grading at the intersection of Hwy. 20/71 is almost complete.



*230th Street overpass is now open. This is looking eastward with the graded four lane Hwy. 20 beneath it. Photo compliments of Matt & Cindy Wallace—10/5/11)*

## More photos of the Eco Span culvert used on Hwy 71

In the September newsletter we shared photos of some innovative products made by Hancock Concrete in Lake View that speed the time of road construction. Thanks to Tom Duncan of Hancock Concrete, here are two more photos of the eco span culvert used on Hwy. 71 east of Lake View.



You can see that they set sections next to each other to complete the span for the bridge. They started setting the culvert on Tuesday, Sept. 20th and by Friday, Sept. 23rd they were moving dirt over the culverts.

Not only do these concrete culverts support more weight than metal culverts, they will outlast them as well. As witnessed by the increase of oversized loads, we will see more of this construction in the future



## Sac Economic & Tourism Development

615 West Main Street  
Sac City, IA 50583  
712-662-7383

info@sacountyiowa.com  
www.sacountyiowa.com

*"Things are always popping in Sac County!"*



[www.westerniowaadvantage.com](http://www.westerniowaadvantage.com)

### Avoid the Seven Steps to Stagnation

1. We've never done it that way
2. We're not ready for that yet
3. We're doing all right without it
4. We tried it once and it didn't work out
5. It costs too much
6. That's not our responsibility
7. It won't work

## Have you accepted less privacy since 9/11?

Shortly after 9/11 Congress passed the Patriot Act which expanded federal officials powers to keep tabs on our personal information, from credit card use to cell phone calls to car travel.

Today, 3,984 federal, state, & local organizations take part in domestic counterterrorism efforts; the National Security Agency alone has about 30,000 people eavesdropping on 1.7 billion intercepted e-mails and other communications every day.

Five billion mobile phones are now in use around the world, and 95% of users keep their phone within a yard of themselves at all times. Ten years ago, law enforcement would put a tail on someone; today, they call the cell phone company.

Financial institutions are also huge repositories of easily traceable, and accessible, data: Emboldened by the expanded guidelines, the Treasury Dept. has subpoenaed records of millions of financial transactions.

"How We've Changed" Readers Digest, Sept. 2011 edition

## Sac County Elections

**Nov. 8th is Election Day and the following are vying for leadership positions in Sac County:**

**Auburn**—1 candidate for Mayor—David Potthoff  
4 people running for 2 council seats: Janelle King (I), John Van Ness (filling a term), Randy Schulte, & Jane Barto

**Early**—No candidate for Mayor position; 2 council seats—Vince Davis (I) & Nick Schumacher (I)

**Lake View**—Mayor—1 candidate John Westergaard (I); 2 council seats—Jerry Huss (I), Gus Cleveland, & Teresa Drilling.

**Lytton**—no candidate for Mayor; 5 council seats—Nelda Bartels (I), Larry Coon (I), Jeff Ellerbrock (I), Tim Huddleson (I), & Nick Albright

**Nemaha**—No one running for Mayor; 4 council seats with 2 candidates: Neil Wedeking (I) & Allen Olsen

**Odebolt**—3 council seats: Todd Bengford (I), Butch Hemphill (I), James Scott.

**Sac City**—2 candidates for Mayor: Barb Bloes (I) & Curtis Bloes; 4 council seats—Bill Brenny (I), Gary Hansen (I), Teresa Bruening & Duane Huster

**Schaller**—3 candidates for Mayor: Ray Voss (I), Gene Huelman, & Spencer Claussen; 2 council seats—Brian Woodke (I), Loren Blum & Sean Ehrp

**Wall Lake**—3 council seats: Robert Germann (I), Francis Riedell (I), Darrin Boger & Tim Peters

## What color do you have in your logo?

We all like to think that a catchy logo will boost our business or organization but do you ever consider how much color plays into this mix?

Since electronic communications is the form of media we use today, you are only limited by your imagination. We think using color makes our newsletter stand out—it attracts the reader's attention and keeps them moving from page to page.

Various colors mean different things. See if you can choose a color that will adequately depict what your logo is trying to say.

**Red—excitement, heat & strength**

**Black—mystery & strength**

**Blue—darker shades mean formality while lighter tones mean youthfulness, fragility, & daintiness**

**Brown—age, wholesomeness, utility**

**Purple—Royalty & stateliness**

**Green—cheapness & coldness in darker tones & lighter shades convey freshness & crispness**

**Orange—warmth, action & power**

**Maroon—luxury, solidity & quietness**