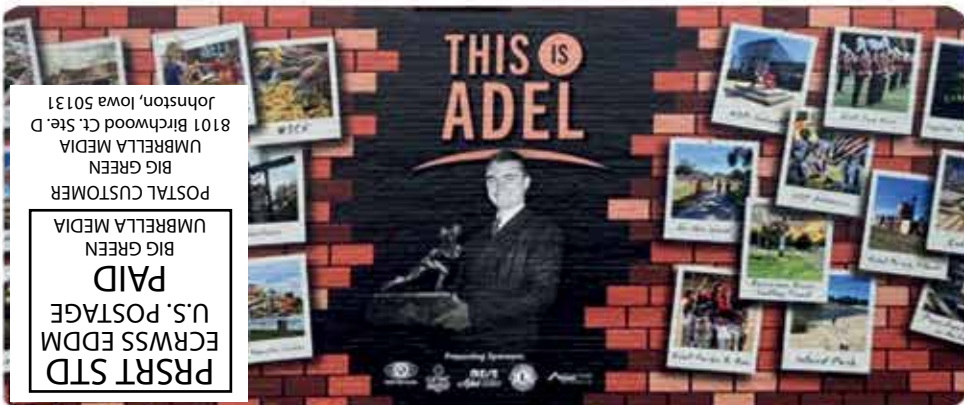




2025 *Community Engagement Guide*



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Contents

- 4 CHAMBER BOARD
- 6 ADEL CHAMBER EVENTS
- 8 BUSINESSES UPLIFT ADEL SQUARE
- 12 TRAINING STUDENTS FOR THE LOCAL JOB FORCE
- 16 A SNEAK PEEK OF WHAT IS AHEAD
- 22 CHAMBER MEMBERSHIP LIST

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PRESIDENT
Erin Milroy



**COMMUNICATIONS
AND MEMBERSHIP
ENGAGEMENT
COORDINATOR**
Casey Wheeler

MISSION

The mission of the Adel Partners Chamber is to improve the quality of life, create a sense of community, preserve the rich heritage and strengthen the economic resources of the Adel area.

VISION

Through community involvement, along with directed growth, Adel has a sense of pride, accomplishment and security looking forward to an optimistic future of continuing improvement of quality of life.



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THRIVE WITH ECONOMIC DEVELOPMENT

This committee focuses on targeting our existing businesses needs and helping to fill the gaps in Adel as well as helping the Cities shape their future. The committee collaborates with the City of Adel in commercial, industrial, and residential projects. We are addressing the region's challenges as well as opportunities. Workforce issues, childcare and school-to-work apprenticeship programs are areas the committee plans to address for the future. **This committee meets the 2nd Thursday of the month at 11:00am at the Raccoon Valley Bank Boardroom.**

LEVERAGE OUR MARKETING

This committee cultivates business opportunities and encourages growth for the Chamber and our members. They tell the Chamber story as well as our members stories of all Adel offers in this community. The committee works closely with communication plans and enhancing our avenues (social medias and Iowa Living Magazine.) They work closely with other committees to keep membership informed about all projects, events, and programs available to us. **This committee meets as needed.**

IGNITE OUR MEMBERSHIP & CONNECT OUR RESIDENTS

The **This Is Adel** committee develops an every-other-month luncheon titled CHOW (Chamber Happenings, Opportunities, & Wisdom) to keep membership informed by collaborating with ADM schools, Adel Parks & Rec, Dallas County Hospital, the City of Adel, and Dallas County. They help promote members' events and programs throughout the year. They have discussions to expand business relationships and learn more about our members' businesses. They strive to keep all involved in Adel and surrounding communities. **This committee meets on the 3rd Monday of every other month at 4:30 at Adel City Hall.**

ENHANCE OUR ARTS & TRAILS

The Raccoon River Valley Trail (RRVT) and public art are important elements for economic growth. Working jointly with the RRVT Association and Dallas County Conservation, this committee discusses Trail Towns Concept of economic growth. In 2024 they created a mural in our community to invite more visitors to Adel. **This committee meets the 3rd Tuesday of the month at 11:30am at City Hall.**

Chamber Events

CHOW Luncheons

An every other month Chamber-member luncheon featuring local presenters giving updates on projects, economic development, business happenings, local government, and much more.

February, April, June,
August, October,
December

Celebrate Adel

An annual dinner held in April for Chamber-members to honor the Business of the Year and Citizen of the Year. More than 200 attendees celebrate all that Adel offered along with a fun evening of networking and prizes.

April

46th Annual Sweet Corn Festival

One of the best festivals in Iowa! Seven tons of sweet corn is purchased, cleaned, cooked, and served free to the 12,000 attendees at the festival.

August 9, 2025

Hometown Holiday Celebration

Kick off with Sip & Sample on Friday evening followed by your local holiday shopping on Saturday!

December 5, 2025

For updated information about these events and more, visit
adelpartners.org



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ERIN MILROY CHAMBER PRESIDENT

As President of the Adel Partners Chamber of Commerce, Erin Milroy provides visionary leadership and strategic direction to support the growth and success of Adel's business community. She works closely with local leaders, business owners, and City employees to foster economic development, strengthen partnerships, and create a vibrant environment for commerce. Erin oversees the Chamber's programs, events, and advocacy efforts, ensuring they align with the organization's mission to improve the quality of life, create a sense of community, preserve the rich heritage, and strengthen the economic resources of the Adel Area. With a deep commitment to collaboration and community engagement, she champions initiatives that promote Adel as a thriving place to work, live, and play.



Adel Partners Chamber of Commerce

301 S. 10th Street
Adel, IA 50003

515-993-5472

Erin Milroy president@adelpartners.org
Casey Wheeler chamber@adelpartners.org



CASEY WHEELER COMMUNICATIONS + MEMBER ENGAGEMENT COORDINATOR

As the Communications & Member Engagement Coordinator for the Adel Partners Chamber of Commerce, Casey Wheeler plays a pivotal role in connecting local businesses, fostering community involvement, and promoting the Adel area. Casey is responsible for developing and executing strategic communications that keep members informed and engaged, including newsletters, social media, and event promotions. She also serves as the first point of contact for new and existing members, ensuring they feel supported and connected within the Chamber network. With a passion for community-building and a keen eye for detail, Casey helps bring visibility to Chamber initiatives, facilitates member engagement opportunities, and strengthens partnerships that contribute to Adel's economic vitality and small-town charm.

BUSINESSES *uplift* ADEL SQUARE



SEVERAL BUSINESSES AROUND THE SQUARE ARE ADDING TO THE BUSYNESS OF DOWNTOWN, MAKING IT AN EVEN MORE VIBRANT ATTRACTION FOR RESIDENTS AND VISITORS.

GREAT WHITE BUFFALO PUBLIC HOUSE

Foodies and cocktail lovers now can experience an upscale dining and drinking atmosphere in a newly opened, yet centuries-old building.

The Great White Buffalo Public House opened on the Adel Square in February 2025. The pub-style restaurant offers hand-crafted, specialty cocktails and a specially curated menu in an elevated and inviting atmosphere.

Owners were drawn to the small town charm of Adel. Jessica DeWitt, director of operations, says the whimsical design of the Square is well planned. “You can tell the goal of the original city planners was to have that be ‘the spot’ for local commerce.”

Inside, renovations were completed, highlighting the original building features. Jessica explains, “Historic buildings offer charm and a sort of romanticism that newer buildings just can’t. A space that has survived the ages holds not only time, but the hearts of previous generations, leaving an imprint on the space itself.”

Great White Buffalo Public House is partnering with local vendors and businesses to source local ingredients, feature local vendors and collaborate on events.

“By supporting other small businesses, it helps keep our local economy strong, creates a sense of connection between neighbors and

contributes to keeping small businesses, like ourselves, thriving.”

Their goal — and the heart of their business — is about bringing people together. “In a world that often feels rushed and digital, we believe there’s real value in creating spaces where people can gather face to face, share conversations and make lasting memories.”

Jessica says the city of Adel has been welcoming and supportive for small, locally owned businesses. “It was an easy choice for us, and we’re just happy to be here,” she reflects. “Our greatest hope is to become a place the wonderful people of Adel can be proud to call their own.”

D&A NAILS SALON

When nail salon owners Don and Ally Tran searched for a new location to open up their nail salon, they looked to the community of Adel.

The couple noticed Adel lacked a full service nail salon and wanted to provide local residents with top-notch services right in town.

They opened up D&A Nails Salon, located at 103 N. Ninth St. in March 2025. Services offered include high-quality natural manicures, pedicures, acrylic artificial nails, dip nails and facial waxing.

Kelly Tran, salon manager, says they were drawn to Adel because of its potential for growth. “Adel is a great community with steady growth,”



she explains. “It’s a sparse suburban feel, yet a short drive from Des Moines.”

By connecting with the local community, Tran says D&A Nails Salon offers a welcoming environment. “It allows for repeat business and loyal customers who appreciate personalized service,” she says. “We’re eager to serve not only Adel, but the surrounding communities.”

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AZALEA LANE BOUTIQUE

Azalea Lane Boutique opened in 2019, offering trendy women's clothing, accessories, shoes and unique gifts for all ages.

Owner Kristie Anderson initially chose Adel because the town lacked a store such as hers, and felt there was a need. Surrounding communities also didn't offer any boutiques. She explains, "Adel was growing at such a rapid pace. I knew it was ready to support a business like this."

When a vacant building opened up on the historical Adel Square, Kristie quickly snapped it up, opening the new location in 2024. "The Adel Square has so much history," she reflects. "Moving to the square has been a dream of mine."

The building was remodeled, taking care to keep the woodwork and nostalgia from years past. An old safe tucked back in the corner is an engaging conversation piece.

The new location makes it easy for visitors to find the store. Customers inquire about the history of previous businesses at the location. She contacted the Adel Historical Museum, which provided interesting back stories on the former tenants.

Since opening, she has enjoyed getting to know the community



through her business and offering a fun place for women to meet up with friends.

"One of the best compliments is when someone comes in to find something in particular and comments about being so excited not to have to run into Des Moines to shop," she says.

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RACCOON VALLEY BANK/SKATING RINK

Raccoon Valley Bank opened the Adel branch in 1976 and is a local bank with roots stretching back for generations in the community.

Since they wanted to remain in the historic Main Street district, they completed a renovation about four years ago. The planners of the project wanted to respect the historical nature of the building as much as possible. Patio pavers mimic the street pavers used on nearby Main Street, and the roof was designed to look like one from the 19th century.

Raccoon Valley Bank President Thomas Book said, “Adel is a historic town. We wanted this project to reflect the character Adel is known for.”

In addition, the building was extensively renovated to include a large meeting room, kitchen and bathroom addition, known as the Community House. Anyone, not just customers of the bank, can

reserve the building at no charge.

Book says their mission is to provide personalized banking solutions, yet take it one step further. “We pride ourselves on being more than just a bank; we are your neighbors, friends and partners in success.”

One way Raccoon Valley Bank has given back to the community is by constructing an outdoor skating rink. “Since there aren’t many outdoor activities available during winter, we wanted to help facilitate the ice rink to provide a fun, safe, outdoor activity for our residents.”

Book values being a part of Adel’s close-knit community and is dedicated to its growth. He said, “As Adel continues to flourish, we will continue to support community members, businesses and organizations as a financial resource and sustaining institution.”

RUSSELL ABSTRACT & TITLE

Russell Abstract & Title, established in 1872, proudly holds the title of the oldest continually running business in Dallas County. Current owners Brett and Kent Glenn, who acquired the company about 30 years ago from their father, Cedric Glenn, represent the fifth generation of the family to lead the firm. Recently, they welcomed the sixth generation — Brett’s daughter, Gabbie Glenn — into the business.

Russell Abstract & Title specializes in land title searches and real estate abstracts for all of Dallas County.

The business is currently located on Main Street in Adel. They recently underwent an extensive remodel, restoring many original architectural elements of the building. It was important to maintain the look and feel to blend in with historic elements.

Although the business location was chosen for them 150 years ago, Brett, Kent and Gabbie would not want to work anywhere other than Adel.



BY JACKIE WILSON

Training students FOR THE LOCAL JOB FORCE

WIN-WIN SITUATION FOR EMPLOYERS AND STUDENTS

After high school graduation, young adults make multiple decisions, including choices regarding college and careers. The answer to the question, “What do I want to do with my life?” is often unknown.

To assist students, mentors and on-the-job training provide for experience and guidance young folks need to discover their career path.

The community of Adel and the ADM School District are working together to help students. It's a win-win for both: students receive valuable experience and on-the-job training, while employers obtain the assistance needed to run their business.



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Lauren Johns interning with Adel Acres



Natalie Brose interning with Athletico-Adel



Taylor Kinney interning with city of Adel

ADM SCHOOL TO CAREER PROGRAM

ADM's new School to Career program began in fall 2024 and is offered to high school seniors. Students take a work-based class on career exploration and employability skills while obtaining dual credits from DMACC. Once they complete the class portion, they are eligible to sign up for an internship.

Doug Winkowitsch, ADM High School head football coach, also teaches the fall career classes and is the school-to-career coordinator. He supervises internships and places students in job shadow experiences.

Part of his job is communicating with local businesses to find opportunities for students.

So far, students have been paired with the city of Adel, Athletico and Adel Acres for internships.

Another aspect of the program is setting up job shadows with local employers. Students have job shadowed at law firms, veterinarian clinics, elementary schools and more. Doug says employers welcome the students.

"Employers are excited, students come back excited," he explains. "It's been remarkable. It gives kids the opportunity to pursue a career. Or, because of that, they may choose not to pursue a career, which is equally important."

Additionally, local businesses often look to the school to fill summertime and other positions. "Local employers need part-time employees," Doug says. "Having connections with the businesses and schools is very beneficial for both parties."

Doug says it's rewarding to see kids pursuing their careers and jobs locally. "We're giving kids an opportunity to find what they are passionate about, by providing real-life experiences."

Local employers who want to hire students or provide job shadowing opportunities may reach out to the school for more information.

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ADEL PARKS & REC

The Adel Parks & Recreation Department's mission is to help connect the community and enhance the quality of life for Adel residents. Offering safe spaces and exciting activities is key to health and happiness for all ages.

This year, Adel Parks & Rec is participating in the Adel School To Career program, which provides opportunities for on-the-job training. Students assist and work in parks, streets, water and sewer departments alongside fulltime employees two days a week for three hours a day.

In addition, Parks & Rec hires approximately six high school students in the summer months to assist with field maintenance, lawn care, and a variety of other projects.

Parks Superintendent Curtis Waddingham oversees the maintenance and development of Adel's parkland. He says it's important for Adel Parks & Rec to participate in ADM's career program. "It helps students of this community better understand jobs and careers that might not require further schooling," Curtis explains. "By learning hands on, they can test out the environment of a job and gain valuable experience and learn new skills."

ATHLETICO - ADEL

Athletico - Adel has provided physical therapy services to the Adel community and its surrounding neighbors for six years. A variety of physical therapy services are offered for various levels of injuries and conditions affecting all areas of the body.

When Doug Winkowitsch of ADM High School reached out to Timothy Crannell, clinic manager at the Adel clinic about a possible school-to-work program, Athletico agreed.

The new program has placed one student who is interested in the field of physical therapy. In addition, they've assisted the school district in placing students with employers in the healthcare industry, especially in the physical therapy field.

Timothy says it is important to help students out. "I believe this a great program for students," he explains, "This allows the student to get out into the working world and get a feel for a profession that they are interested in pursuing prior to attending higher education."



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A SNEAK *peek*

A LOOK AT WHAT'S AHEAD IN
THE BUSINESS COMMUNITY

RIVER RUN INDUSTRIAL PARK

Take a drive just off Fairgrounds Road north of Adel to discover a new commercial development taking place. The River Run Industrial Park is located along the Raccoon River.

Eric Grubb with Solid Ground is developing the area. The land is industrial-zoned and allows for cost-efficient constructions, such as metal buildings and gravel drives. Several businesses have committed to River Run Industrial Park.

• RIVER RUN STORAGE

When Ed Origer drove from his office in Des Moines to his Adel home, he noticed the former sale barn site in Adel had been converted to a storage site. A new cold storage building had been constructed, and a rock parking lot included various items, such as construction equipment, boats and RVs.

Ed also owns custom vehicles that require storage. He pondered where he should put these vehicles and figured other folks shared the same dilemma. His solution? Build storage units for interior and exterior storage, allowing for large equipment. "There has to be a need for storage for bigger items," he says. "It's something I can do in retirement plus provide a solution for others."

He purchased two lots in River Run Industrial Park, which will be designed for rental storage for contractors, RVs, car collectors, boats, motorcycles and more.

He hopes to complete the storage units and buildings within the next few years.



Several are under construction in the River Run Industrial Park North of Adel.

• OUTDOORS BY JK

Outdoors by JK is a local, family-owned business specializing in premier outdoor maintenance, irrigation, landscaping and decorative concrete.

As their business has grown over the years, their need for more industrial space grew as well. Outdoors By JK chose River Run since it is close to the Des Moines metro.

The owners say, "We are excited to be part of the Adel community at our new location on River Run Road. We look forward to serving the area's outdoor needs."

EAGLE VISTA – MATTA FAMILY DENTAL

Matta Family Dental has been part of the Adel community for 12 years. Over the years, Dr. Rachel Matta has watched Adel develop and businesses proliferate. With the growth of the city, their dental practice has grown as well.

However, she found she lacked room to expand her dental practice so began looking for a new location. She found an optimal spot on Highway 6 in the new Eagle Vista development with easy access from the highway, beautiful views and plenty of room for future growth.

It was important for the business to remain in Adel. “My business provides a great value to the city of Adel and the greater Dallas County community,” she says.



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Are you looking to join a local group of service-minded men and women who volunteer to support the community every day? Become a member of Adel Lions Clubs - a respected international organization, a leader in the Adel community, and friend to people in need.

Last year the Adel Lions Club donated to the following causes:

- ADM Fine Arts
- ADM Athletics
- ADM FFA
- Iowa Lions Foundation
- Leader Dog program
- Iowa Kids Sight
- International Lions Club Foundation
- Adel Boy Scouts
- Adel Girl Scouts
- DeSoto Betterment
- ADM Youth Softball
- ADM Strength and Conditioning
- ADM Scholarship Foundation
- ADM Student of the Month
- ADM Vision Fund
- Camp Hertko
- Tori's Angels
- Camp Courageous
- Iowa Lions Youth Exchange
- 9SW Care and Share
- ADM Student Council
- Adel Elementary
- Dallas County Conservation Scholarship
- Adel Sweet Corn Festival
- ADM After Prom
- Boy Scout Eagle projects
- Girl Scout Gold projects
- Adel Partner Chamber
- ADM school parking
- Adel Thanksgiving dinner
- ADM Boys Basketball
- ADM Girls Basketball
- ADM Band
- ADM E Sports
- ADM Dance
- ADM Cheerleading
- Adel Good Samaritan pantry
- Blue Kindness

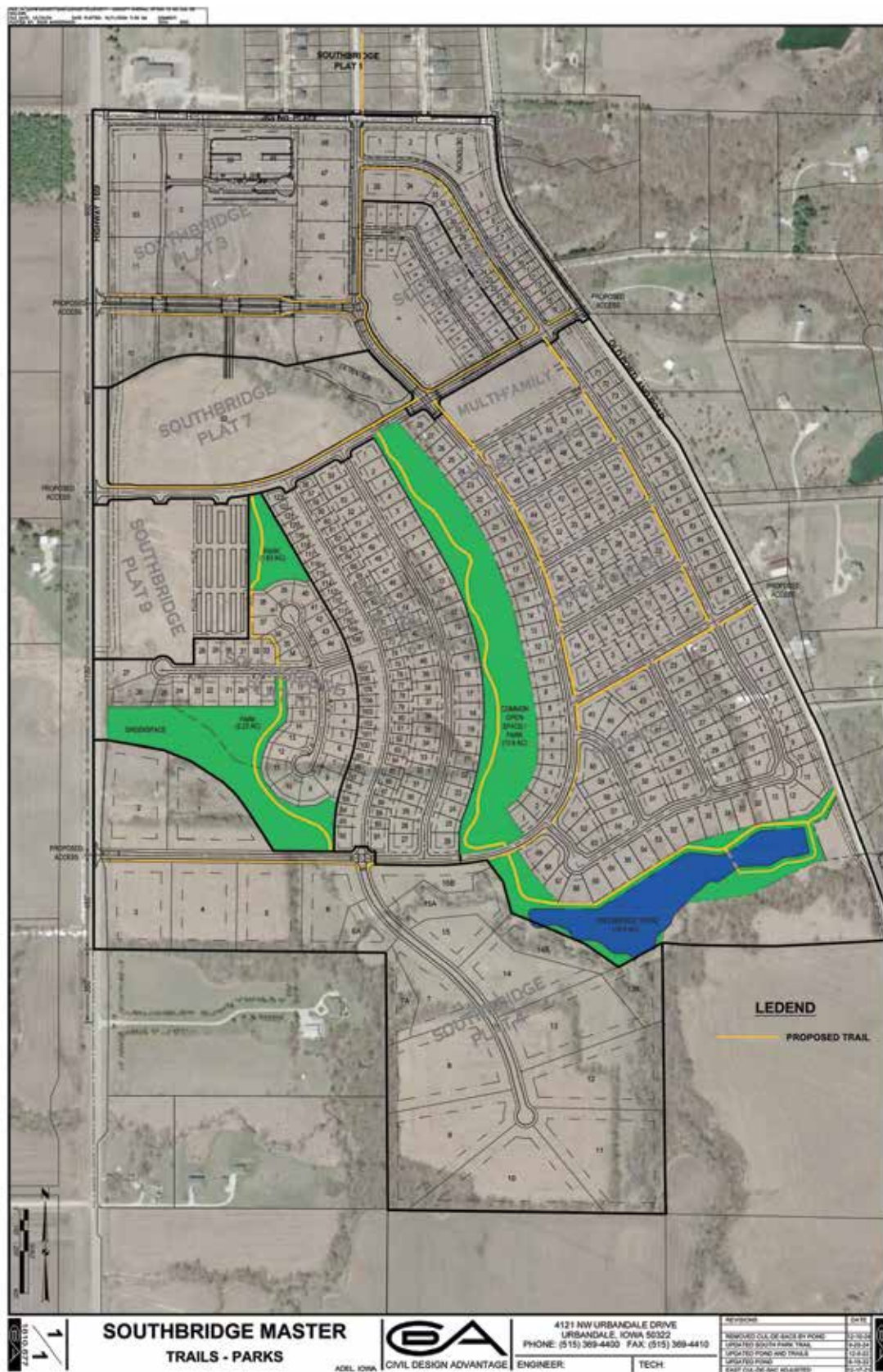


For information on joining the Adel Lions Club, contact:
Josh Shull at 515-577-5642 | adellionsclub.org

The dental practice values education and is committed to treating patients as a whole, caring for both their oral health and their overall health.

Additionally, the dental practice also needed extra room to implement advanced dental technology. Dr. Matta explains, “We will be adding Cone Beam CT imaging, a special kind of X-ray machine that takes three dimensional images. By adding 3D printing, it allows us to fabricate items in our office that formerly were sent to a dental lab. We’ll continue to use digital impressions — a camera wand that creates 3D pictures of the mouth,” she explains. “By combining these technologies, Matta Family Dental will provide advanced treatment options not previously available in our community.”

Dr. Matta says Adel is a vibrant and supportive city. “I love working in Adel,” she says. “Despite the ever-expanding city, we’ve maintained a small-town atmosphere. I look forward to continuing to be part of this community and grow alongside it for decades to come.”



SOUTHBRIDGE COMMONS

Southbridge Commons is a commercial development located at the corner of Highway 169 and Common Place, with development by Cramer and Associates, Inc.

In 2025, construction begins for the Southbridge Commons Business Condos. This project includes two 9,000-square-foot retail centers where each unit can be purchased instead of leased. Robert Cramer says, "This will appeal to the small business owner who wants to own their own space but can't afford to build an entire building. They can purchase anywhere from 1,700 to 6,000 square feet of space. Whether it's an insurance office, retail or a restaurant, we have a spot that will work."



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• TWIN OAKS POND

Cramer and Associates is building a pond at the south end of Southbridge. The Twin Oaks Pond is a five-acre pond that will be stocked with fish and opened to the public. The surrounding area includes a trail and pedestrian bridge that connects to Southbridge Commons to the north.

The pond project is donated by Cramer and Associates. The pond not only enhances the beauty of the area, but offers recreational opportunities as well. Robert Cramer says, "The Twin Oaks Pond will be a really nice public amenity for Adel."



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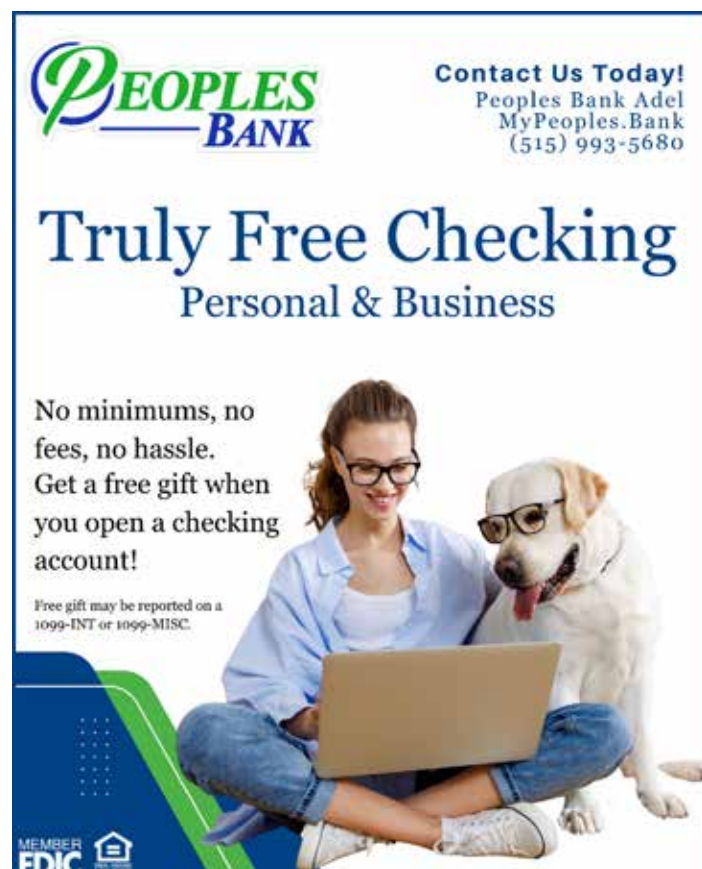
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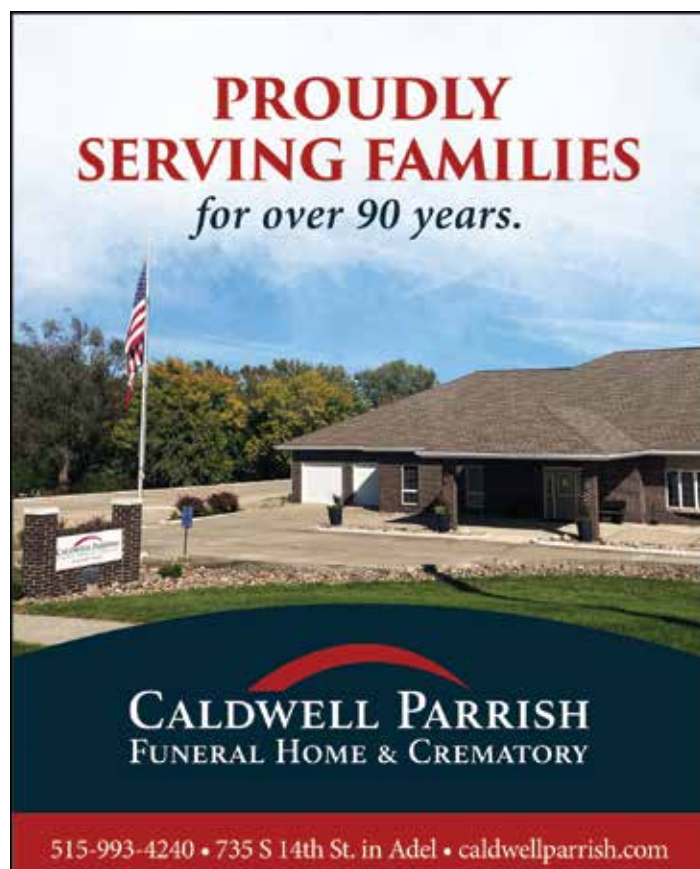
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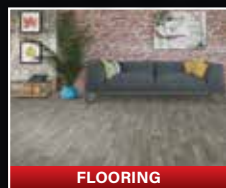
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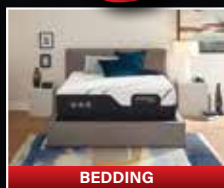
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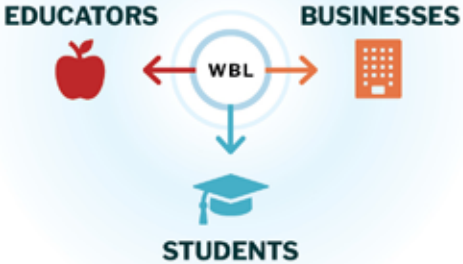
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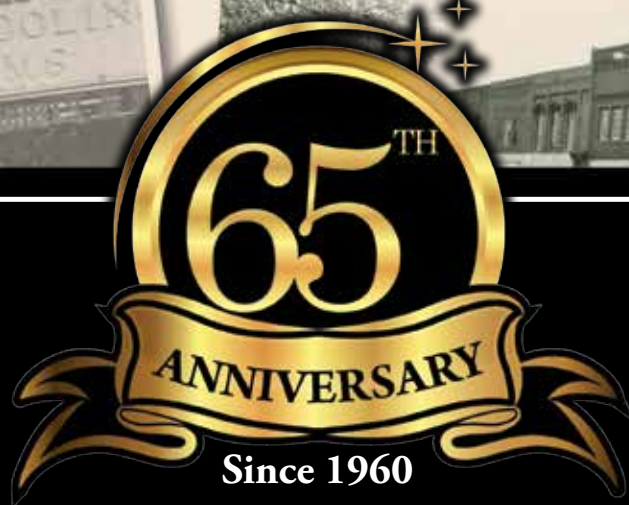
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