



2022 ADEL PARTNERS CHAMBER OF COMMERCE

BUSINESS & DEVELOPMENT GUIDE



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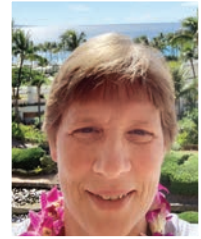
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MISSION

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.

Connect with Adel Partners Chamber of Commerce.



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Adel PARTNERS
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ADEL PARTNERS CHAMBER EVENTS



43RD 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 10,000 attendees at the festival. The 5K run starts the day at 8 a.m. with a parade following at 9:30 a.m. Live entertainment throughout the day. Craft and food vendors are located around the historic square. Celebrate the street party in the evening (6:30 p.m.) with all ages. This is the largest beer garden in Dallas County and fun for all.

SAVE THE DATE — AUG. 13

CELEBRATE ADEL

A spring event to honor the Business of the Year and Citizen of the Year. More than 175 attendees celebrate all that Adel offers along with a fun evening of networking and prizes. This evening event is always one of our best attended programs.

THIS IS ADEL

These quarterly events are held the first month of the quarter on the third Monday evening from 5:30-6:30 p.m. A different chamber business hosts quarterly. Everyone is invited to attend these events to learn more about the Chamber and our member businesses. Check the event calendar for further details at www.adelpartners.org

HOMETOWN HOLIDAY CELEBRATION

Friday, Dec. 2, Adel Partners Chamber of Commerce kicks off the holiday season with a business open house. Sample recipes at participating businesses. Santa will be on the square. Saturday, Dec. 3, start your holiday shopping in Adel. Sunday, Dec. 4, participating residents open their homes for a holiday themed tour.



ADEL GARDEN TOUR

Tour five beautiful Adel gardens. Plus herbs and hors'oeuvres at Penoach Winery after the tour.

SAVE THE DATE — SUNDAY, JUNE 26

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

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BY JACKIE WILSON

WHY WORK *in Adel?*



KUDER IS AN INTERNATIONAL COMPANY
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CAREER ASSESSMENT SYSTEMS.

Adel boasts a small-town, easy-living vibe for residents, employees, business owners and visitors. Located in the heart of Iowa, this charming community offers numerous amenities, along with a variety of employment opportunities.

With more than 100 businesses and services in the Adel and De Soto area, business owners and employees enjoy a leisurely, yet quick commute to work. Leaving the traffic woes to the big cities,

folks like the ease of working and living in Adel. A shorter commute means less drive time and more time for personal and family pursuits.

If you crave bigger city amenities, Adel is a short 30-minute drive to take in a minor league baseball game, visit a zoo, shop at a mall or attend a concert.

The past 10 years, Adel's population has grown 67%. In the 2020 census, 6,153 residents called Adel home.

Companies and developers are anticipating continued growth and offer a mix of new construction, retail development and affordable housing options. A surge in population means more residents are looking for employment in their hometown.

Adel City Council Member Shirley McAdon says, "Our businesses understand that a 'help wanted' sign is no longer adequate to tell

the story of what their businesses have to offer employees. Good-paying business and government jobs are available, allowing our high school graduates to stay right here, along with some additional training like apprenticeships, on-the-job training or community college classes.”

Adel residents and commuters appreciate local amenities coupled with big-city amenities a short distance away. “Even if our youth go away to college, students can come back home to live here, with expanded available housing, jobs and ‘play’ available,” McAdon says. “Extended families are gathering here as well, including grandparents who want to stay close to families. Adel has numerous opportunities to live, work and play.”

NATIVE RETURNS TO ADEL

Adel native Tim Crannall attended school at Adel De Soto High School, graduating in 1993. He obtained a biology degree at Central College and his master’s degree and doctorate in physical therapy. He then moved to Ft. Myers, Florida, for 14 years.

He returned to Adel in 2017 and, in 2019, opened Athletico Physical Therapy, 513 Nile Kinnick S., and employs four staff members.

He explains why he returned to Adel. “I wanted to return to a smaller community where I feel like I can make an impact on others with their health and functions of healthy bodies,” he says.

Additionally, he wanted to be closer to family. His parents have lived in Adel for 55 years. His wife, Delecia, is a nurse practitioner, and, together, they have seven children and two grandchildren.

His two children are attending the same school, now ADM, as he did growing up. “I like the smaller-sized classes for school children. Adel has that small-town feel, and I like the convenient bike trails and being able to walk to the parks,” he says.

In his role, he delights in assisting the community and witnessing businesses help each other out. “It seems like, when there is somebody or a family in need, the small communities pull together to assist those individuals,” he reflects. “Many people volunteer their time and resources to help out.”

LOCAL BUSINESSES OFFER COMPETITIVE STARTING WAGES

- Iowa Spring: \$18/hr., depending on experience and position, along with great benefit package.
- Big Al’s BBQ: Manager starting at \$37,000 could make up to \$78,000; Cook starting at \$20/hr.
- Big Deal Car Care: Starting \$14-\$16/hr. Offers a great opportunity for advancement and includes locations in Adel and De Soto.
- Fareway: Starting \$16-\$18/hr. range, with growth opportunities at a strong Iowa-based company.
- State Farm: \$40,000-\$55,000 per year, depending on the position.
- CAMS Cleaning and Maintenance Solutions: \$15-\$20/hr. starting range.



GLEN-GERY BRICK PLANT

Glen-Gery’s roots run deep in Dallas County. In 1880, R.M. Kearns & Company established a brick plant near Butler Creek. Shortly after that, William McKissick built a new plant near the railroad tracks on the southwest edge of town. Glen-Gery purchased the modern structure in 2019, where it remains today.

The company manufactures brick to the highest industry standards. Its state-of-the-art brick manufacturing facility offers more than 600 brick and stone products. Glen-Gery chose the Adel area because of the natural superior clay deposits available in the region.

CONTINUED ON NEXT PAGE

Glen-Gery currently employs 74 people, with many local hires. The plant has employment opportunities for forklift operators and general labor positions. Most require a minimum high school diploma, with job training. Their comprehensive benefits package includes life and health insurance and a 401(k) plan.

Phil Bazan, plant manager, says Glen-Gery and the former Sioux City Brick's success have been built on the strong work ethic and commitment of its employees. He says, "We have worked hard to create a family atmosphere and enjoyable place to work, where employees have an opportunity to grow and develop their skills."

PHIL BAZAN, PLANT MANAGER, SAYS GLEN-GERY AND THE FORMER SIOUX CITY BRICK'S SUCCESS HAVE BEEN BUILT ON THE STRONG WORK ETHIC AND COMMITMENT OF ITS EMPLOYEES.



"WE HAVE WORKED HARD TO CREATE A FAMILY ATMOSPHERE AND ENJOYABLE PLACE TO WORK, WHERE EMPLOYEES HAVE AN OPPORTUNITY TO GROW AND DEVELOP THEIR SKILLS."

ROTARY CLUB OF ADEL

100TH Anniversary, 1924 – 2024

"Service Above Self" Means Support for Community Projects Around the World!

Below is a partial list of Rotary support for 2022-23:

Adel Safety Bike Rodeo • Boy Scouts • Girl Scouts
Good Samaritan Food Pantry • Operation Warm Coats
Polio Plus • Rotary Youth Leadership Awards
Rotary International Foundation
Sudanese Woman's College Scholarship
ADM Summer Reading Program • Adel Rotary Pedal Plaza

Come Join in the Fun!

ADEL ROTARY

MEETINGS EVERY WEDNESDAY

Except for 4th Wednesday of the month (reserved for service activity)

Lunch at Noon • Dallas County Law
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For more information, contact Club President
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EW NUTRITION USA EMPLOYS DIVERSE STAFF

EW Nutrition USA is a farm animal nutrition company that moved its USA headquarters to Adel in 2019. The Adel facility employs 25 workers, with EWN sales force staff located across the U.S.

A diverse staff includes employees with advanced degrees such as PhDs, veterinarians, nutritionists, lab technicians and more. Production employees require a high school diploma, while technical teams need advanced degrees. EW Nutrition includes an intensive global training program for their technical personnel, as well as on-the-job training for their production team.



EW NUTRITION PRESIDENT AND CHIEF OPERATING OFFICER MARK RICHARDS SAYS,

“WE CHOSE ADEL BECAUSE WE WANTED TO BE IN A RURAL AREA TO EXPAND OUR FACILITIES WHEN NEEDED. WE’VE ALSO DISCOVERED MANY TALENTED, HARD-WORKING EMPLOYEES WHO HELP BUILD ON THE SUCCESS OF OUR BUSINESS.”

President and Chief Operating Officer Mark Richards says the company offers excellent, above-industry pay and benefits. “Employees are proud to work for an innovative company which helps feed the world and our pets in a healthy way,” he says. “EW Nutrition is also a very team-focused organization, giving everyone an opportunity to participate and to bring ideas forward.”

EW Nutrition has manufacturing facilities in Germany, Brazil, Japan and other countries; however, they chose Adel for several reasons.

“We chose Adel because we wanted to be in a rural area to expand our facilities when needed,” Richards says. “We’ve also discovered many talented, hard-working employees who help build on the success of our business.”

BY JACKIE WILSON

New DEVELOPMENTS



IOWA SPRING MANUFACTURING BREAKS GROUND ON A SECOND LOCATION ON THE WEST SIDE OF ADEL.

With the growth of home developments and a popular tax abatement program, Adel witnessed a boom of nearly 900 new homes built in the past 10 years.

Construction in De Soto soared as well. In 2020, the Keystone Estates development plan included 30 new homes. As of April 2022, nearly two-thirds of the project is completed. The second phase includes townhouses for sale or rent. An additional development plat has been submitted for another 30 homes. The Oak Hill Plantation has reopened for development, and, when completed, there will be 200 lots available.

More homes means more people who desire amenities, services and jobs close by. Developers and city planners realize the importance of keeping folks near home, so they continue to offer new developments.

SOUTHBRIDGE COMMONS

Southbridge Commons is a commercial development that began construction in 2019. It is located at the corner of Highway 169 and Common Place, with development by Cramer and Associates, Inc.

The first building consists of 10,500-square-feet of retail space with up to seven individual spaces available.

Dan Cramer says they are discussing possible tenants for the space. They hope to include small retail businesses, restaurants, medical or dental services and more.

“We have deals in place for apartments, townhomes, more single-family homes, and assisted living. All these residential options mean that more amenities are sure to follow,” Robert Cramer says. “Adel residents have been looking for more restaurants, shops and even a hotel. We are moving in that direction to help better serve the community.”

The first Southbridge building is slated to be completed by fall 2022, with retail spots available at that time.

DE SOTO'S NEW KWIK STAR AND READY MIX

De Soto, with its population of about 1,000, has experienced recent residential and commercial growth in the community. Kwik Star, a fuel and convenience store, will be built in 2023. It's to be located at the former site of the Countryside Inn apartments, just off Interstate 80 and exit 110 and Highway 169.

The Kwik Star offers fuel and services for truckers and travelers. However, its most popular offering for locals is its small grocery store with fresh and prepared food offerings. De Soto City Clerk Marcia Thomas says the current property owners reached out to Kwik Star, who agreed to develop in De Soto. Most of the property was already zoned commercial, although the city needed to rezone a portion of the property.

The residents of De Soto are excited for Kwik Star. "De Soto doesn't have a grocery store. Kwik Star offers prepared food and a big selection of items. I think the whole town will benefit from them coming to town," Thomas says.



SE to NW



De Soto also approved land for a new Ready Mix Concrete plant in a five-acre plot north of the Auto Auction off Highway 169. The land recently was rezoned for commercial property.

Norwalk Ready Mix Concrete has locations in five Central Iowa locations. They provide a variety of concrete projects for commercial, residential and paving, with 150 employees at all of their current locations.

CONTINUED ON NEXT PAGE

IOWA GOVERNOR
KIM REYNOLDS
AND ECONOMIC
DEVELOPMENT
DIRECTOR DEBI
DURHAM TOUR
THE IOWA SPRING
MANUFACTURING
PLANT IN ADEL.



RV AND BOAT STORAGE

When Dan McEntaffer purchased a fishing boat, he envisioned relaxing days spent on the lake, creating memories with his son. However, once he bought the boat, he realized he didn't have a place to store it during the off season. When he did find storage rental options, they were costly. He thought purchasing land might be more ideal than paying monthly rental fees.

So, he searched for land and found a property with an old barn on it in Adel. It was the perfect place to store his boat.

The site was formerly a sale barn, which served as an auction barn for livestock and sheep. The barn was 90 years old, and he hoped to fix up

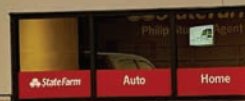


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the historic barn, attempting to salvage both the structure and the rich history of the building. He hired engineers and researched obtaining grants for barn restorations. After a year of attempting to save the barn, experts said it was too dilapidated to try to save it. After a heartbreaking decision, the barn was demolished.

In its place, Dan is constructing a large RV and boat storage rental building consisting of 15 units, which are 16 by 50 foot, complete with electricity. Construction will begin in late spring or summer of 2022.

He intends for the rental units to be reasonable and convenient. "The project blossomed out of necessity," he says. "I want the place to be affordable and be a positive thing for the area."

Several pieces of the barn remnants, including the cupola, will be incorporated into the design at the current location. The remaining property includes three acres of land. He hopes to build an outdoor community space and is currently exploring his options.



DAN MCENTAFFER
INTENDS FOR THE
RENTAL UNITS TO BE
REASONABLE AND
CONVENIENT.



"THE PROJECT
BLOSSOMED OUT OF
NECESSITY. I WANT
THE PLACE TO BE
AFFORDABLE AND
BE A POSITIVE THING
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BY JACKIE WILSON

LOCAL BUSINESSES *give back* TO THE COMMUNITY



MORE THAN 40 BUSINESSES OFFER TREATS DURING THE ANNUAL ADEL HOLIDAY CELEBRATION THE FIRST FRIDAY IN DECEMBER.

LOCAL BUSINESSES AND INDIVIDUALS ARE GENEROUS WITH THEIR DONATIONS TO THE CITY'S PROJECTS:

Local businesses in Adel and De Soto are essential to a thriving community. Not only do businesses offer necessary goods and services, they offer a welcoming, family-friendly presence. Business owners are generous with their time, talents and financial backing of local projects.

We've featured four business owners who embrace what it means to give back to their hometowns of Adel and De Soto.

- Sweet Corn Festival expenses average \$38,000. **47%** of the funding comes from business sponsorships and the rest from vendor fees and the street party event.
- Kinnick to Raccoon River Trail Project Includes a \$125,000 landscaping, art and lighting the bridge project, with **24%** from grants; **8%** city contribution; and **48%** from local businesses.
- Water Tower logo, **100%** from local businesses.
- The building of the Adel Public Library received **89%** of funding from local businesses and residents and **19%** from grants.
- Holiday wreathes and lights for tree, **100%** funding from Dennis Leininger, civic groups and businesses.
- Thrive and welcome banners, **100%** from Dennis Leininger.
- Flowers around the Square, **100%** from Harvey's Greenhouse.
- Raccoon Valley Bank Stage and Pavilion was mostly funded by local businesses. Raccoon Valley Bank paid **100%** of the cost of the ice skating rink.

FAREWAY CUSTOMERS 'LIKE FAMILY'

When Fareway Meat and Grocery Store opened in 2012, the residents of Adel were thrilled as they had been hoping for a Fareway store for some time.

Today, Fareway employs about 120 people, including meat cutters, cashiers, stockers and others. Fareway is an integral part of the city, not only for sales, but by providing to the community.

Fareway often supports youth sports teams and ADM booster clubs with items of food or discounts for fundraisers. They support the Adel Sweet Corn Festival and offer support in numerous ways, such as assisting neighboring communities with town celebrations.

Cashiers ask customers to "round up" in-store purchases and donate money to the Good Samaritan food bank. Boy Scouts and Girl Scouts are given space for their popcorn and cookie sales each year.

Cory Johnson, Fareway manager, says it's part of Fareway's culture to give to the community. "It's very important to give back to our community because it's the community that supports us. Without them, we don't exist. It is true that the money spent in your community stays in the community," he says.



FAREWAY MANAGER CORY JOHNSON
IS PROUD TO BE IN ADEL.

"THE COMMUNITY HAS BEEN GREAT
TO WORK WITH. OUR CUSTOMERS
ARE LIKE FAMILY. WE'VE BEEN ABLE
TO WATCH FAMILIES GROW UP." ┘

Johnson is proud to be in Adel. "The community has been great to work with. Our customers are like family. We've been able to watch families grow up," he says.

CONTINUED ON NEXT PAGE



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HOLLANDS' PHILOSOPHY: SHARE WITH OTHERS

Married couple Elizabeth and Damon Holland have a lot in common. They are strong supporters of their hometown, are raising a family together, and both own businesses in Adel.

Dr. Elizabeth Holland owns the Adel Veterinary Clinic, which specializes in small animal health care and pet boarding. Damon Holland owns Iconic Apparel, which offers ADM Tiger gear, team uniforms and other equipment and apparel items.

Between the two businesses, the Hollands employ 22 "fantastic" individuals. Both the clinic and the Iconic Apparel support many local causes, events and clubs. They focus on youth activities since the couple is raising three boys. Damon is also a middle school counselor for Des Moines Public Schools.

They've been involved in the FFA, ADM Booster Clubs, Sweet Corn 5K and Raccoon River Valley Trail improvement projects. Iconic Apparel has raised funds for local families facing health challenges.

Elizabeth says giving back to the community matches their philosophy of life, which is to share — whether it be time, talent or resources. "We feel very strongly that this is a fundamental function of living in

THE HOLLANDS STARTED THEIR BUSINESSES IN ADEL TO IMPACT THE COMMUNITY.

"WE ARE PASSIONATE ABOUT BUILDING COMMUNITY. WE BELIEVE THAT THE 'SMALL-TOWN' FEEL EVERYONE CLAIMS TO LOVE DOESN'T COME FROM A CERTAIN POPULATION NUMBER LIVING IN A GIVEN LOCATION. IT COMES FROM THE PEOPLE AND THEIR CONNECTIONS. IF WE WANT ADEL TO BE A WELCOMING, FRIENDLY AND CLOSE COMMUNITY, WE ALL NEED TO WORK TO CREATE AND MAINTAIN THAT."

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a community with others. Our parents had their own small businesses and imprinted this philosophy on us from a young age. A core priority has always been to do as much business locally as possible. We know, by making that conscious choice, we can literally support our neighbors,” she says.

The Hollands started their businesses in Adel to impact the community. “We are passionate about building community. We believe that the ‘small-town’ feel everyone claims to love doesn’t come from a certain population number living in a given location. It comes from the people and their connections. If we want Adel to be a welcoming, friendly and close community, we all need to work to create and maintain that,” she says.

Showing support for the people who make up the community is important. “We’re in this for the long-haul and feel that the best legacy we can have is to spread passion for our community and raise our children to do the same. We want to leave Adel better than we found it,” she explains.

Being a small business owner is often challenging. Elizabeth adds, “For us, business ownership — and life — is part sweat, part tears and lots and lots of dreaming. We love doing it all in Adel.”

CONTINUED ON NEXT PAGE



DR. ELIZABETH HOLLAND AND OTHER VOLUNTEERS WORK ON THE BIKE TRAIL LANDSCAPING PROJECT IN ADEL.

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LOCAL BUSINESSES GIVE BACK TO THE COMMUNITY



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DE SOTO BUSINESS OWNER VESTED IN COMMUNITY

As a long-time business owner, Butch Ostrander has a vested interest in his community. He grew up in De Soto, graduating from Adel De Soto High School and later raising his own family in De Soto. He owned a popular tire business.

Over the years, the small business owner has been involved in numerous community-based events, including the Dallas County Fair, and has served in De Soto city government as mayor and on the council. He's also served as a Boy Scout leader.

With his own company of equipment rentals, he's donated materials and the use of machinery so Boy Scouts could complete their Eagle Scout projects. He donated his mayor's salary, and the town uses his equipment for projects. "I've never charged for the city to use my equipment. I tell many people money is overrated," he says.

Butch takes pride in his community as residents have embraced his business and passion for De Soto. "This town has been my town since I was a little boy. The citizens have treated me well — I return the favor. If you stay in a community, be involved so you can move forward," he says.

BUTCH OSTRANDER TAKES PRIDE IN HIS COMMUNITY AS RESIDENTS HAVE EMBRACED HIS BUSINESS AND PASSION FOR DE SOTO.

"THIS TOWN HAS BEEN MY TOWN SINCE I WAS A LITTLE BOY. THE CITIZENS HAVE TREATED ME WELL — I RETURN THE FAVOR. IF YOU STAY IN A COMMUNITY, BE INVOLVED SO YOU CAN MOVE FORWARD."



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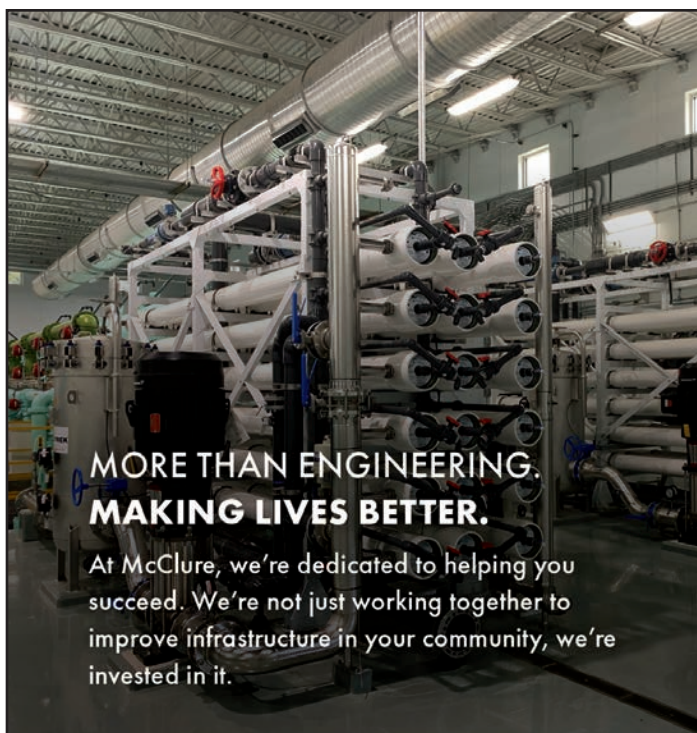
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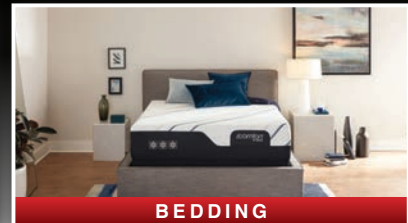
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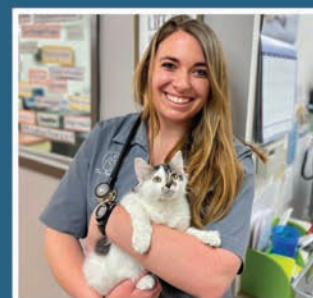


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