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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.



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# ADEL PARTNERS CHAMBER EVENTS



## 44<sup>TH</sup> 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 7:30 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. 12**

## HOMETOWN HOLIDAY CELEBRATION

Friday, Dec. 1, Adel Partners Chamber of Commerce kicks off the holiday season with a business open house. Sample recipes at participating businesses. Saturday, Dec. 2, start your holiday shopping in Adel.



## CELEBRATE ADEL

A spring event to honor the Business of the Year and Citizen of the Year. More than 200 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 semi-annual events are held the first month of the quarter on the third Monday evening from 5:30-6:30 p.m. The next one is June 13 at Penoch Winery from 4:30-6 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](http://www.adelpartners.org).

**For updated information about these events and more, visit [www.adelpartners.org](http://www.adelpartners.org).**

# Connect with Adel Partners Chamber of Commerce.



"The Chamber helps by **encouraging** people **to shop local.**"

Jane Clausen | Adel Health Mart



"I truly believe belonging to the chamber has helped **GROW THE BUSINESS.**"

Tim Crannell | Athletico

"I wanted to move my business to a place like Adel, where I could **HELP GROW THE COMMUNITY** in ways that **BENEFIT ALL RESIDENTS.**"

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Contact Deb to learn how being a part of the Chamber can help your business!

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# CULTIVATING *for growth*

Growth and a bright future don't come easily for businesses. In rural areas and small communities such as those in Dallas County, the local connections and relationships that are cultivated pay dividends. Residents often support the businesses they see contributing to the prosperity and future of the towns in which they live. It's a two-way street paved with hard work and loyalty — from the business to the community and the community to the business. In the Adel, De Soto and Minburn area, examples of successful give and take abound.

## LOCAL EMPLOYEES AND CLIENTS CONTRIBUTE TO LOCAL ECONOMY

When Little Tigers Learning Center and Clubhouses opened June 2018 at 1720 Nile Kinnick Drive, 25-30 employees were on board. Today, the staff consists of 40 people, most of whom live in Adel or nearby, said Owner/Executive Director Anika Blum.

“Being a child care service in Adel keeps the tax base here and keeps families working,” Blum said.

Both employees and working parents earn a paycheck and spend much of it locally — to the benefit of the local economy. They buy or rent homes, purchase goods and services, send children to local schools, and contribute in non-monetary ways such as volunteering to enrich the lives of local residents.



LITTLE TIGERS LEARNING CENTER AND CLUBHOUSES REMAINED OPEN DURING COVID TO PROVIDE CHILD CARE FOR ESSENTIAL WORKERS AND HAS GROWN SINCE THEN. A WAITING LIST PREDICTS FUTURE GROWTH.



KEVIN HOWE, CULLEN + HOWE REAL ESTATE RE/MAX PRECISION SAYS, “REAL ESTATE SALES AND PURCHASES ARE THE LARGEST FINANCIAL TRANSACTIONS MOST PEOPLE MAKE, SO TRUST IS A HUGE FACTOR. IN A SMALL TOWN, YOUR REPUTATION PRECEDES YOU.”

The addition of a second location — at 215 South Sixth St. in Adel — provided more growth opportunities for Little Tigers Learning Center and Clubhouses, as did reorganizing some of the classes for younger ages, Blum said.

Having local childcare available allowed many “essential workers” to keep providing important services and goods during the early stages of the COVID pandemic. Blum said 60% of the parents using the child care center were categorized as essential workers. By cultivating local staff members, Little Tigers was able to remain open and continue to provide for the community’s need for child care.

When it came to cultivating resources to help in business growth, Blum turned to the Adel Partners Chamber of Commerce for help in marketing, a key aspect to growth.

The business itself being open means two Adel buildings are occupied. When in need of appliances, gas and other necessities of operation, Blum said she seeks out local businesses. And, as many local businesses do, Blum supports local nonprofits, including Kiwanis efforts, Lions Club projects and booster clubs.

Cultivating these local connections has helped create an “extensive waitlist” for enrollment, Blum said. And that equates to opportunities for growth and a bright future for Little Tigers.

## CONNECTIONS PROVIDE FOUNDATION FOR LAUNCHING BUSINESS

When Kevin Howe and Julianna Cullen decided to launch Cullen + Howe Real Estate RE/MAX Precision in Adel in January 2021, they were confident they knew the community and market well. After all, Howe had grown up and been working in Adel, and Cullen had been living and working in the community for 15 years.

They had been cultivating community ties and getting acquainted with other agents for years. Much of the preparation for starting their business on a successful note had already been done. Their agency has since grown to 11 agents besides themselves, said Howe.

“We’ve been in business a long time and had good relationships with other agents,” Howe said. Also lending to the agency’s success has been the “robust real estate market the last couple years,” he said.

Cullen added, “The brokerage we are associated with has seen growth” so its support to Cullen + Howe also helped.

“Adel is a great community with a lot to offer,” said Howe, adding that it’s easier to sell homes when one can communicate a lot of advantages of the town and area. He noted the proximity to Des Moines, the schools and small-town charm help Adel homes sell quickly.



KEVIN HOWE AND JULIANNA CULLEN LAUNCHED CULLEN + HOWE REAL ESTATE RE/MAX PRECISION IN ADEL IN JANUARY 2021 WITH TWO AGENTS. ANOTHER 11 HAVE JOINED THE TEAM.

Adel Partners Chamber of Commerce is helpful in this regard, said Cullen.

“Deb (Bengtson, chamber president) does a great job keeping chamber members educated, which lets us be more knowledgeable in selling the community,” Cullen said.

“And we enjoy the community and knew others would, too,” Howe said. “Both of us had kids go through the school system, and we can’t say enough about the positive experiences.”

Ultimately, Howe and Cullen agree: Trust is the key to selling homes. And cultivating relationships within the community and with clients is essential.

“They are putting trust in us to help, giving us an opportunity to earn their business,” said Cullen.

“Real estate sales and purchases are the largest financial transactions most people make, so trust is a huge factor,” said Howe. “In a small town, your reputation precedes you.”

CONTINUED ON NEXT PAGE

Howe said they are optimistic about the future of the business and opportunities for growth.

"It's a virtual world somewhat, so we have more room for growth there, but we also have room for physical growth and opportunities," Cullen said.

"We are very humble and appreciative of the support and trust past and present clients have shown us, and we're glad to help grow Adel," she said.

## HOMETOWN BUSINESS EXPANDS TO MULTIPLE LOCATIONS

From its humble roots in 2017, BigDeal Car Care has grown from a small business formulating and making auto-detailing products in a garage to a multi-location car detailing business.

Dylan Book worked with a business in Kansas City packaging and labeling his auto-detailing products to be sold online. As he received more

and more calls from people wanting the cars detailed, he saw an opportunity.

"I started in a garage, moved to a warehouse, hired a detailer and office person, and detailed one to two cars a day," he said. That one to two cars grew until 2019 when Book found his business in position to move to a larger facility complete with indoor wash bays, detail bays, offices and conference room.

When it came to employees, he aimed for cultivating a local staff. And the growth continued. Another location was established in Stuart and major contracts with auto auctioneers delivered a stream of work. In 2022, a facility was leased in De Soto, and Book recently opened a facility in Des Moines to develop additional business with dealerships there.

With three to eight employees per location, BigDeal Car Care has increased its staff from two to 35.



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### HOW DO SHOPS BENEFIT THE COMMUNITY?

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LOCAL STORES USUALLY

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And it all began in Adel.

"I lived in Adel all my life, graduated from Adel," says Book. "It feels like I've had the community's support my entire life. My father owns a business in town, and the community has supported him. He's still in business, and it's booming now.

"It's neat to be able to have employees and customers in Adel," he continued.

Book's passion for his hometown, and his gratitude for the support of his business drive his desire to give back to the community. He launched the Power Wheel Nationals held at Kinnick-Feller Park, which included 120 kids participating and 400 people in attendance.

Along the way, the Adel Partnership Chamber of Commerce has helped Book

as part of its mission to cultivate local businesses and help them grow. He became involved in the chamber early in his career.

"Deb Bengtson (chamber president) is a huge part of my story," says Book. In 2018, when Book moved his business to its brickyard location, she reached out and told him about a business program.

"Mine was one of 39 businesses accepted into the first cohort in Iowa. That was a big thing for me. I didn't have a business background except watching what my dad did. The program really rocketed me forward," said Book. "I always reach out to Deb when we're going to grow." That now includes growth in Des Moines. The Adel Partners Chamber of Commerce is part of the Greater Des Moines partnership, which has been helpful, he added.

For Book, being an entrepreneur is part of a bigger picture that involves employees, customers and community.

"My biggest enjoyment out of being in business is being able to employ people. There is a saying about entrepreneurs: People worry about how to get food on the table; entrepreneurs worry about getting food on the plate for 30 people."

With his business' expansion, Book now has a broader area in which to cultivate relationships, resources and more. But now, Book, too, is a valuable contact for others to cultivate.

"My biggest enjoyment is to be a resource for people, whether it's an income, long-term investment, continued growth, sustainability, or building relationships with the communities I'm involved with." ■

# CULTIVATING *a 'local' mindset*



WHEN KWIK STAR OPENED AT THE END OF 2022, IT DID SO SHORT OF STAFF. IN THE SHORT TIME SINCE, THE STORE HAS ADDED STAFF AND IS NOW NEAR FULLY STAFFED. STORE LEADER BRITTANIE THOMPSON ATTRIBUTES THIS TO CULTIVATING LOCAL CONNECTIONS AND THE STAFF BY EMPHASIZING A “FAMILY” ATMOSPHERE.

“Shop local” is the mantra of the small business community, but it means so much more than just spending money in your hometown. In a much broader sense, it means “support local” — and the support isn’t just for the business owner. It means supporting local wages, occupancy of local buildings, agencies, projects and nonprofit groups. Bottom line, “shop local” means supporting the vitality of the community and the quality of life residents want.

## A “FAMILY” APPROACH

When Kwik Star opened its De Soto store on Dec. 22, 2022, it had 29 employees (referred to as co-workers in the company). Management knew the store needed 60 to be fully staffed, but hiring woes were putting a strain on most businesses. Less than three full months later, the store was up to 52 spots filled, much closer to the target of 60, said Store Leader Brittanie Thompson.

Getting to that point meant cultivating the local work force. It meant having a culture and work environment that would retain employees and draw new ones. Thompson said the corporate culture of building relationships and creating a sense of belonging and importance for employees helps in retaining co-workers and giving

customers a sense that it’s a positive work environment they, too, might want to join. Bonuses and recognitions add to the sense of pride at each store, she said.

That employee loyalty is reflected in the numbers. Thompson hired 31 employees a year ago to train for the opening day of the De Soto store. A year later, 29 are still with the company.

That culture, which emphasizes everyone in the company is part of the “family,” extends to the community through Kwik Star’s policies for giving back. The company supports providing numerous donations that may not be large dollar amounts but that help provide food and gifts to the events that touch the lives of local residents: fundraisers, library



events, lunch for school conferences and more. Larger donations are presented at the store opening and through the Neighbors Helping Neighbors program. Presentations are based on regional requests.

Thompson said the programs have allowed her to apply for needs she has seen locally, making donations for timely needs unique to the community.

“We don’t necessarily advertise a lot of it,” she said. “It’s in our hearts to make a difference, not for the recognition.”

While the community is at the receiving end when it comes to Kwik Star providing sought-after jobs and charitable giving, the store has received tremendous support from the community, so much so, it rocketed to the top in its district, said Thompson.

“We didn’t anticipate the store would be as busy as it is,” she said. “We have maintained first place in the district, 15 stores, in food sales and inside sales — \$60,000 a week in food sales. And the percent of guests purchasing food items is 97% — 1,900 guests a day purchasing food. It kept me on my toes, with a short staff, when we opened. It was overwhelming for everyone at first.”

A successful store opening also meant that Thompson, who relocated from Waterloo to lead the De Soto store, had to make a lot of contacts in an area she wasn’t acquainted with. Adel Partners Chamber of Commerce played a big role in her cultivating those resources, Thompson said.

“Deb (Bengtson, chamber president) has played a huge part in helping with resources, giving me ideas, directing me where to go for everything I needed to do,” she said. “Anytime I have a question, she has played a huge part in answering it. She’s been very welcoming and helpful with all my resources — my go-to for anything I needed.”

Those connections continue to be important in conducting business and connecting with the community, Thompson



COURTNEY PULS, OWNER OF BLACK WATER BAKERY, FOUND GREATER SUCCESS IN ADEL THAN SHE HAD IN A LARGER CITY SELLING HER ARRAY OF BAKED GOODS.

said. “She even posted my picture and told people to ‘Stop in and meet Brittanie.’ Now people come in and say, ‘Hi Brittanie’ — people I don’t even know.”

## A HOME-GROWN PASSION

A healthy local economy includes a variety of businesses, from small to large, and cultivating them all is important — including those that are home-grown. These businesses do more than just provide an income for the owner — they also fulfill the need for niche products and services. And, from these humble roots emerge businesses that bloom and grow into community mainstays.

Cultivating these small businesses requires community support. Chamber of Commerce President Deb Bengtson aims to do just that.

CONTINUED ON NEXT PAGE

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“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,” she said. “The Chamber is here to help our members grow their business and be successful in the community.” And that includes cultivating businesses of all sizes.

Owner of Black Water Bakery, Courtney Puls, is an example of why someone should choose Adel. Puls started her family-owned bakery in Minnesota. After deciding to move to Iowa to be closer to family, Puls found a home in Adel and a community where her baking business can thrive.

“I feel like Adel really values small business, and the community really likes to shop local when possible,” Puls said. “My business has grown by leaps and bounds since moving here, and I’m so thankful for the support of the community.”

Puls also credits the change of ownership and direction of the farmers market with its new location and extended hours as another benefit to her business’ continued success.



MEGAN AND DEREK GARRETT SAW A NEED FOR WOODWORKING AND CABINETRY SERVICES IN THE AREA AND LAUNCHED HEARTLAND HANDCRAFTED TO MEET THE NEED. THE BUSINESS CONTINUES TO GROW WITH THE SUPPORT OF THE COMMUNITY AND THE ADEL PARTNERS CHAMBER OF COMMERCE.

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The Chamber specifically has helped Black Water Bakery by sharing social media posts, as well as giving Puls the opportunity to bake 300 cookies for Adel's T-Mobile Home Town Grant celebration last year. "That was huge for a small business like mine," she said.

Megan and Derek Garrett of Heartland Handcrafted were already Adel residents when they began their homegrown business. "We saw a need for more local handyman, remodeling and woodworking services, and we had the experience and knowledge to make it happen," says Megan Garrett. Seven years later, the business is stronger than ever.

Garrett shares the same sentiment as Puls when it comes to the area being a great cultivator of business. "Adel and Dallas County's growth offers a lot of opportunity for new and existing business owners. But Adel has always been a stable, smaller community, and that comes with a lot of customer loyalty and trust you can't always get in bigger cities with more options."

The Chamber helps Heartland Handcrafted by connecting the Garretts with other businesses and engaging the community in fun ways that allow them to continue to grow in Adel. "The more you open yourself to possibilities, share ideas and get involved, the more you get out of that chamber membership," said Garrett. ■

## AND BUSINESS GROWTH CONTINUES...



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# WHERE THERE'S A NEED THERE'S A LION



### **Did you know?**

The Adel Lions Club does the American Flags in Adel on special holidays!

## **MORE THAN \$45,000 GIVEN BACK TO ADEL LAST YEAR!**

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:**

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- Adel Food Bank
- Adel Girl Scouts
- Adel parks
- Adel Partners Chamber
- Adel Thanksgiving Dinner
- ADM FFA
- ADM Fine Arts Boosters
- ADM Scholarship Foundation
- ADM school parking
- ADM Softball Assn.
- ADM Sports Boosters
- ADM Strength and Conditioning
- ADM Vision Fund
- Dallas County Master Gardeners
- DeSoto Betterment Committee
- DeSoto Fire Department
- International Lions Club
- Iowa Lions Foundation
- Kid-sight
- Leader Dog Program



For information on joining the Adel Lions Club, contact:  
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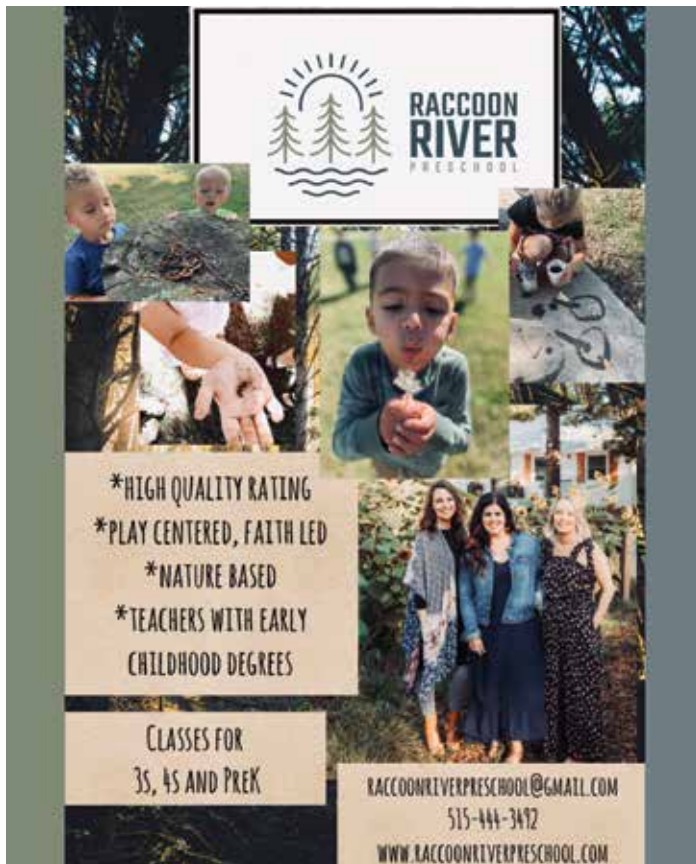
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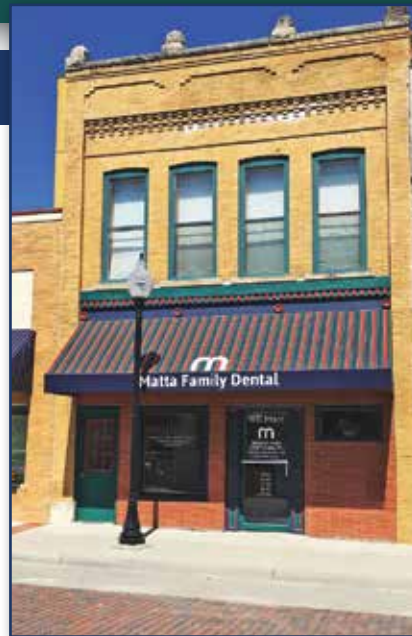
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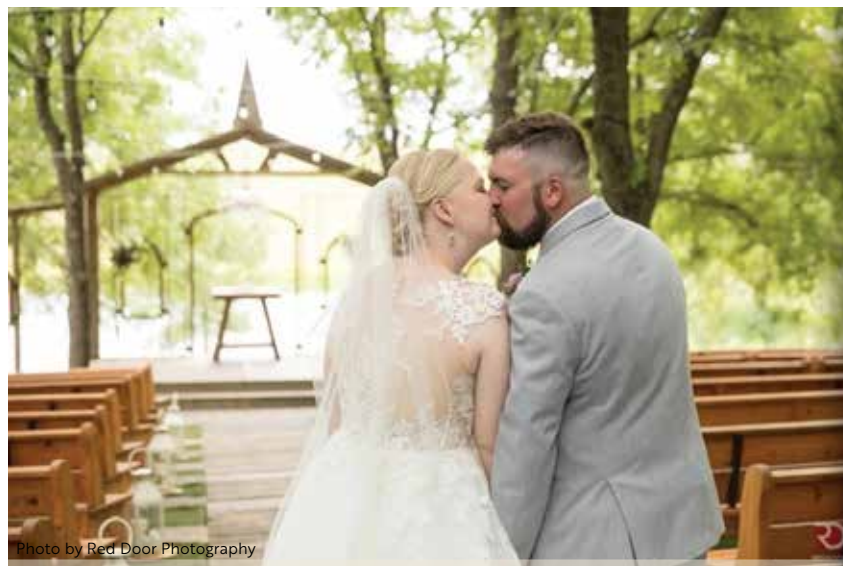


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