



Audubon County Economic Development Corporation

800 Market Street

Audubon, IA 50025-1050

Phone: 712-563-2742 Fax: 712-563-2537
Email: aced@iowatelecom.net www.auduboncounty.com

ACED TIDBITS

December 2007

ACED Board of Directors

President
Steve Schmitz DVM

Vice President
Troy Wessel

Secretary
Todd Nelsen

Treasurer
Gene Karstens

Directors
Lyle Hansen Jr.
Mary Lee Jensen
Sam Kauffman
Alan Kearney
LaVerne Lansman
Jay Nelson
Bryan Olson

Executive Director
Thomas R. Nielsen

ACT Board of Directors

President
Pat Curtis

Vice President
Georgeann Chambers

WITR Representative
LaVerne Lansman

Tourism Coordinator
Margee Shaffer

At the close of another year, thank you to our members. Your membership makes it possible for us to be involved in our activities and to do the projects we have in progress. The brochure we sent to you with your membership renewal notice spells out the activities that are going on. Attached you will find a list of the 2007 Members and after our renewals and new member solicitation is complete, I will send out a new 2008 Member list. Your support is extremely important and you are truly appreciated. If by chance we missed you on our solicitation list and you have an interest in becoming a member, just e-mail me at aced@iowatelecom.net and I will get the information to you. We need you.

Audubon County Economic Development Corporation is working hard to find ways to grow the number of jobs, the number of businesses, and the level of income available here in Audubon County. Another high priority is to help develop a higher level of local vocational training and to raise the bar on our quality of life. Our visitation program is going well and has been very informative and gives us good information that will help us know how to best support and assist our existing businesses. Our "Things to Do" committee has really hit high gear lately and some great planning efforts are at work.

Both the Valley Business Park and the Audubon Industrial Park expansion have created developable sites for both new business and existing business expansion. Both projects need a few more details completed to be certified shovel ready sites.

We have gained a lot of internet exposure through the various sites we are now involved in. The sites are getting high volume and frequent hits which gives us encouragement. The Valley Business Park and the Audubon Industrial Park has had a lot of lookers on the FastFacility site, which is a site frequented by site selectors and company locators.

Our Western Iowa Advantage Regional effort has included introduction to several small business start ups and "wannabees" at the trade shows in Chicago, Minneapolis, Kansas City, and Madison as well as the sell Iowa trips. They receive information about us as well our receiving information about them. There are several companies that could fit our communities at

these events since they are small companies or companies that are just starting. When these companies make a decision to locate, they expect to move immediately; therefore it is critical that we have sites or buildings ready to go and an incentive strategy in place.

We have all had opportunity to read about the over all labor shortage and the State of Iowa's efforts to keep our young people in Iowa and to encourage them to return to Iowa. All towns in Iowa have the same issue and as we get this young workforce to grow in Iowa, lots of new issues will arise. Most of the younger people grew up in a totally different environment than the older generation and have developed high priority on lifestyle and they will chose where they want to live and then find a job. They want flexibility, they are tech savvy, they multitask, and they are very resourceful. Both generations will need to let our work places transform into more efficient, flexible, and fun places with new work philosophies.

There are those that feel the future economy will be composed of micro-businesses led by a diverse bunch of entrepreneurs. The following reasons for this line of thinking are interesting and I think very accurate.

Baby Boomers are coming out of corporate environments with a set of attributes:

- They have capital, though possibly not pensions
- They have skills, though relatively weak in new technologies
- They want to work part-time, though to this generation of hyper-doers that may mean 40 hours a week
- They have a vast network of contacts
- They know the traditional ways of doing business
- They know every trick in the book

The younger group grew up on computers, digital equipment, and the internet also have there own set of attributes:

- They don't have much capital, but probably don't need it
- They have lighting-quick tech skills, but may be a bit weak on people skills
- They have little desire to join big corporations
- They may have started a business before graduating from high school
- They may have taken courses in entrepreneurialism in college
- They know every trick that's not in the book

Because of workplace prejudices, language problems, and certain desperation; immigrants also have special attributes:

- They have contacts in foreign countries
- They have knowledge of foreign languages and cultures
- They experience difficulties with the English language and "the American way"
- They have an exceptional urge to succeed
- They have little capital
- They have a drive to earn money and not indulge in hobbies or social involvement

How will our communities satisfy these needs and move into the future economy?

Thomas R. Nielsen
Executive Director

**With grateful appreciation to the
Audubon County Economic Development Corporation
2007 Members**

| | |
|---------------------------------------|---|
| Aagaard, Dolores | Grabill, Sam & Shirley |
| ACCU-STEEL Inc. | Gronewold, Bell, Kyhnn & CO PC |
| Ace Hardware | Guthrie County Rural Electric Cooperative |
| AMANCO | Handlos, Cory & Wendy |
| AMVC | Hansen, Wayne & Norma |
| Andersen, Arch & Violet | Horizon Equipment |
| Anderson, Chris | Iowa Telecom |
| Audubon-Exira Ready Mix | Karstens, Gene & Kathy |
| Audubon, City of | Kessler Funeral Home |
| Audubon County | KJAN Wireless Communications, Corp. |
| Audubon County Abstract Co. | Kraft, John E. & Carlene R. |
| Audubon County Agricultural Extension | Landmands Insurance Agency |
| Audubon County Farm Bureau | Landmands National Bank |
| Audubon County Memorial Hospital | Lansman, Laverne |
| Audubon Dental Center | Madsen-Groteluschen-Tinker Law Office |
| Audubon Family Chiropractic | Marne Elk Horn Telephone Co. |
| Audubon Food Pride | Mathisen Tree Service |
| Audubon Lumber Center | MidAmerican Energy |
| Audubon Media Corporation | Missouri River Energy Services |
| Audubon Medical Clinic | Nelsen, Todd & Shannon |
| Audubon State Bank | Nielsen Automotive, Inc |
| Audubon, City of | Nishna Valley Insurance |
| Barnes, Dr. H. T. | Nishnabotna Valley Rural Electric Coop. |
| Casey's General Stores, Inc | Ohde Funeral Home, Inc |
| Charles Manatt Farms | Parrott, John C. & Flo |
| Chatterbox Cafe | Pat Kaiser's Christiansen Motors, Inc |
| Christensen, Delbert & Mary | Petersen, Merle & Norma |
| Christensen, Gary & Janice | Quality Machines of Iowa Inc |
| Clemmensen, Milo & Dolores | Rasmussen & Nelson Attorneys |
| Community Insurance Agency Co. | Rensburg Service, Inc |
| Deist T.V. Sales & Service | Sedon II |
| Elmquist Welding & Repair, Inc | Smith, Dan & Barb |
| Evans, Richard F. & Margaret | Southwest Iowa Real Estate Co. |
| Exchange State Bank | Viking Construction Inc |
| Exira Family Medicine Clinic | Wahlert Soil Conservation |
| Exira, City of | West Central Cooperative |
| Gleason, Richard & Lela | |

**In the first quarter of 2008 the ACED TIDBITS will be sent via Email.
We want you to be able to receive it. If you have not given us your Email
address, please Email it to aced@iowatelecom.net**

Audubon County Tourism

wants to thank

Annette Andersen

Kjer & Loretta Christensen

Rod & Rosanne Fulton

Mary Tryon

The Immanuel Lutheran Church

The Kimballton General Store Museum

And all those who worked at selling
tickets and those who purchased tickets
to the Audubon County Historic Christmas
Tour in Kimballton

**Merry Christmas
and a Prosperous
New Year
From
Audubon County Economic
Development
And
Audubon County Tourism**

