

SIouxLAND BusinessJournal

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December 2020



*The Siouxland
Initiative*

**TSI
board
chair**



**Wells Enterprises
CEO Mike Wells**



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Index

Ribbon Cuttings	pages 5-8
Cover Story	page 4
Rush Hour Connect	page 5
Chamber News	page 9
Siouxland Initiative Board	page 10



ON THE COVER

Mike Wells, the newly named chair of The Siouxland Initiative, speaks during an interview on Nov. 12 in the offices of the Siouxland Chamber of Commerce. Wells is the president and CEO of Wells Enterprises in Le Mars. The Siouxland Initiative is the Chamber's economic development arm.

Tim Hynds, Sioux City Journal

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1700 Riverside Boulevard

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FOR SALE



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Mike Wells: Better times ahead

CEO expresses optimism in region as he leads Siouxland Initiative board

MASON DOCKTER

Business Journal staff writer

SIOUX CITY – From Mike Wells' perspective, perhaps the hardest part of an awful 2020 was the mood of the public after month after month of hardships.

"The overall sadness that people have – if there's a phrase that I hear used more often than not right now, if you ask people how they're doing, they're just like, 'I'm just sad,'" Wells said.

"That feeling sadness – I wouldn't say hopelessness yet – but just not knowing what to do to change it, I would say is the biggest crisis we're dealing with, both locally as well as nationally," he added.

Wells, 61, is the president and CEO of Wells Enterprises, the Le Mars-based maker of Blue Bunny brand ice cream and frozen treats, as well as other brands. With over 3,000 employees in Le Mars, the privately-held company is the second-largest employer in the region.

In November, Mike Wells became the board chair of The Siouxland Initiative, succeeding D.

Douglas Rice of Security National Bank. Wells was previously the vice-chair of TSI, the economic development arm of the Siouxland Chamber of Commerce.

In previous years, TSI's primary focus has been to encourage a set of related goals: To encourage new businesses to come to the region, to support existing businesses, to encourage workers to move here and keep young people happy so they won't move away, and to encourage the development of housing for those workers.

Earlier this year, the COVID-19 pandemic turned metro Sioux City metro's prior workforce issues on its head. The unemployment rate, which had been as low as 2 percent during Rice's tenure, spiked to as high as 9.5 percent in April before settling back down. The region has since bounced back, with the jobless rate for October falling to 2.8 percent, down from 3.7 percent in September. The current levels are considered full employment, according to workforce officials.

PLEASE SEE MIKE WELLS, PAGE 11



Mike Wells, the newly named chair of The Siouxland board, stands Nov. 12 in front of a display of photographs of past chairs in the offices of the Siouxland Chamber of Commerce. Wells is the president and CEO of Wells Dairy in Le Mars. The Siouxland Initiative is the chamber's economic development arm.

Tim Hynds, Business Journal

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RushHourConnect



The Hilton Garden Inn, Crave, Jolly's On The River, and the Sioux City Marina jointly hosted the Siouxland Chamber's October's Rush Hour connect. Attendees were able to see the sleek renovations done in the Hilton Garden Inn's guest rooms and meeting spaces. They also can look forward to changes to the lobby spaces in the near future. Crave catered the event with an amazing sushi boat and other appetizers and beverages. The team at Hilton with beautiful river views, 123 rooms and 8,000 square feet of conference space, is prepared to accommodate all business and leisure needs.

RibbonCutting



A green ribbon was cut to welcome the inaugural Sky West flight from Denver to Sioux City and to send off the first return flight. Pictured cutting the ribbon are Mike Collett, airport director and assistant city manager; Wes Norlocks, Sky West, manager of corporate communications; Andy Miller, Sky West fleet optimization supervisor; Barbara Sloniker, Siouxland Chamber of Commerce executive vice president, and Dave Bernstein, Sioux Gateway Airport Board of Trustees president. Sky West offers one daily round-trip flight to and from Sioux Gateway Airport and Denver International Airport.



Mike Clausen
HBA President
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REMODELING YOUR HOME SAFELY DURING COVID-19



The pandemic has upended many activities; however, contractors are continuing to work to modernize homes across the country. Professional remodelers are taking on extra safety precautions to help meet the needs of home owners during the pandemic. If you're interested in remodeling your home, consider the following steps to help put your mind at ease, so you can comfortably start your next home remodeling project.

Find a Professional Remodeler that Prioritizes Safety

If you're ready to start your remodeling project, you'll want to work with a professional committed to keeping you and your family safe during a remodel. The best place to start is by utilizing a directory of professional remodelers. The Home Builders Association of Greater Siouxland has a directory of professional remodelers dedicated to the highest professional and safety standards during the pandemic.

Ask Questions About Safety Precautions

After you've narrowed down your list of potential professional remodelers, ask questions related to safety. A qualified remodeler will be forthright and answer any questions you may have about personal protective equipment, social distancing while in your home and other concerns about sanitation or other potential hazards.

Establish an Online Communication Channel

When you're working with a professional remodeler, you'll have to discuss details about your project from evaluating your design ideas to agreeing to the scope of work. Talk to your remodeler about what areas of the planning process can be discussed online instead of meeting in person. Some remodelers may even request a virtual tour of your home through a video call. Photos, design ideas, measurements and estimates can also be shared electronically. If you must meet with your contractor in person, practice social distancing and wear a face covering.

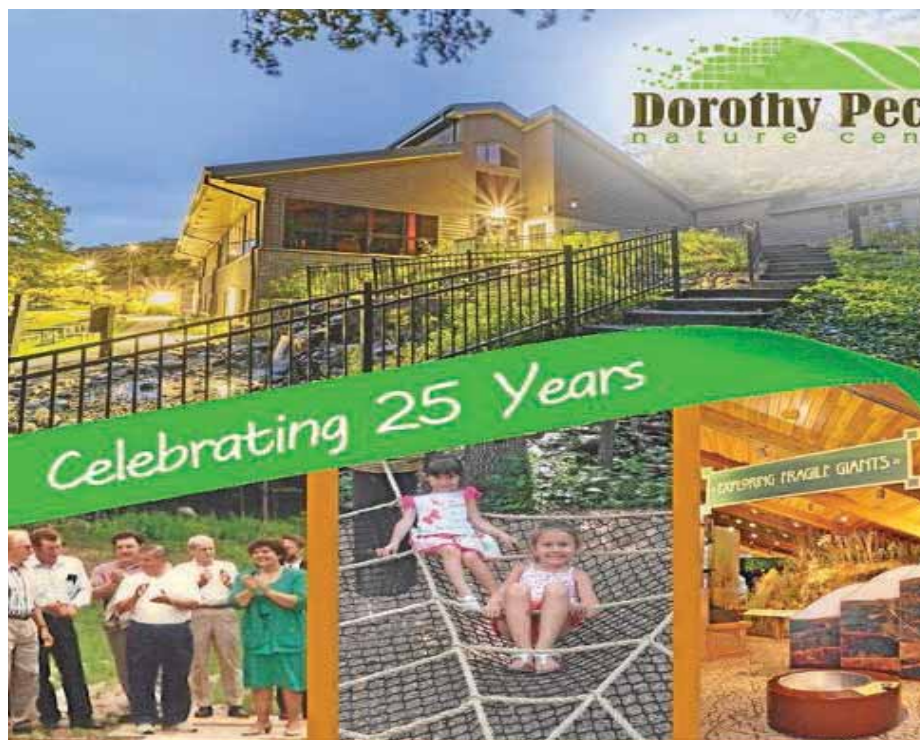
Discuss Your Living Arrangements During Construction

If you're working from home or if you have kids who are distance learning, tell your contractor. A professional will provide guidance on how to minimize significant disruptions, including those related to plumbing or electrical work. If you have small children, most professionals will be willing to remove tools at the end of each work day or be placed out of reach as an extra safety precaution. A contractor can also erect temporary walls to minimize dust in your primary living areas.

The most important thing to remember if you're moving forward with a remodeling project during the pandemic is to keep an open line of communication with your contractor via video conference or phone call and be flexible. Your remodeler may take extra time to ensure extensive cleaning while undergoing your project. Due to the nature of the pandemic, other unexpected delays may occur. A dose of extra patience may be required during this time, but a professional remodeler will remain committed to safety without jeopardizing quality workmanship.

To find a remodeler in the Siouxland area, visit www.siouxlandhba.com/members.

RibbonCuttings



The Dorothy Pecaut Nature Center celebrated its 25th anniversary by releasing three rehabilitated birds of prey back to the wild in Woodbury County.



The Siouxland Chamber of Commerce was one of more than 35 Siouxland businesses who handed out candy at the Tyson Event Center's night of trick or treating fun. Businesses were socially distanced around two levels of the Tyson Events Center and more than a thousand people, children, and parents took part in the costumed event by strolling the one-way path to each business to collect their treats and do some tricks.

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RibbonCuttings



Maude's Pizza and Ice Cream Parlor is now open in the Southern Hills Mall at 4400 Sergeant Road. Pictured cutting the ribbon are owner Jason Shiffer and manager Jeremy Nicolls. Stop in and check out their 80s themed arcade, inflatables, and award winning pizza and ice cream. All day passes are available for the arcade.



It was a Green and Red Coat welcome for new Siouxland Chamber member, Acu-Plus Chiropractic. Pictured are Teresa Jans, clinic director, Dr. Tyler Peterson, owner and chiropractor, and Dr. Sarah Peterson, owner, chiropractor, and acupuncturist. The Acu-Plus Chiropractic clinic is located at 1901 Cornhusker Drive, Suite 205 (by Gamestop) in South Sioux City. Through chiropractic, acupuncture, and more, the practice will help you navigate through pain relief and on to a life of active prevention and wellness.



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RibbonCuttings



The Hilton Garden Inn, 1132 Larsen Park Road, celebrated its sleek renovations completed in the Sioux City hotel's guest rooms and meeting spaces with a recent ribbon cutting. Pictured cutting the ribbon are General Manager Alan Clark and Director of Sales Carrie Elsbecker.



A recent ribbon-cutting celebrated the grand opening of new Siouxland Chamber member, High Ground Café and Espresso Bar, 202 N. Derby Lane in North Sioux City. Pictured are Allie Wohler, Taylor Clarey, Rodaya Cottrell, owner Corey Larkin, Shelby Essig and Jared Martin. High Ground offers the highest quality, in-store roasted coffee, acai bowls, puffles, flatbread, quiche, soups and salads. Come for Sunday breakfast or bring your laptop and drink some wine and local craft beer.



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ChamberAnniversaries

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30 YEARS – 1990

HENJES CONNER & WILLIAMS PC
Jason Bockelmann, Dakota Dunes

25 YEARS – 1995

BEN FISH TIRE CO.
Sariyle Atlas, Sioux City

COLDWELL BANKER
Julie Skaff-Gregg, Sioux City

SCREEN BUILDERS
Brenda Perrin, Cherokee, Iowa

15 YEARS – 2005

IOWA POISON CONTROL CENTER
Linda Kalin, Sioux City

10 YEARS – 2010

BAIRD
Mark Stuck, Sioux City

5 YEARS – 2015

NICHOLS RISE & COMPANY LLP
Scott Bieber, South Sioux City

PIONEER BANK – PIERCE ST.
Vic Hendriks, Sioux City

PRAIRIE PEDIATRICS & ADOLESCENT CLINIC – GLENN AVE.
Sioux City

SECURITY NATIONAL BANK – MORNINGSIDE
Laura Pratt, Sioux City

SECURITY NATIONAL BANK – MOTOR BANK
Jean Hauger, Sioux City

SECURITY NATIONAL BANK – NORTHSIDE
Jennifer Pennings, Sioux City

SIouxLAND COALITION AGAINST HUMAN TRAFFICKING
Linda Holub, Sioux City

SIouxLAND MENTAL HEALTH
Sheila Martin, Sioux City

WELLS FARGO BANK NA – SOUTHERN HILLS
Caroline White, Sioux City

WELLS FARGO BANK NA – WESTSIDE
Laura McIntire, Sioux City

WOODRIVER ENERGY, LLC
Craig Gertsch, Lincoln, Nebraska

NewChamberInvestors

ACE PROPERTY PROFESSIONALS LLC
Faith Hopp, South Sioux City

MAUDE'S PIZZA & ICE CREAM PARLOR
Jason Shiffer, Sioux City

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Austin Tonner, Sioux City

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ROBAK LAW FIRM, PC
William Robak, Sioux City

KARS DETAIL CENTER
Rick Maxfield, Sergeant Bluff

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Siouxland Initiative names 2020-21 board of directors

The Siouxland Initiative has announced its board of directors for the 2020-2021 fiscal year. **Mike Wells** of Wells Enterprises Inc., is board chair. Returning board members are **John Gleeson** of Klinger Companies; **Jim Jensen** of Great West Casualty Company; **Kathryn Kunert** of MidAmerican Energy; **Kevin McManamy** of United Real Estate Solutions Inc.; **Lance Morgan** of Ho-Chunk Inc.; **Terry Murrell** of Western Iowa Tech Community College; **Doug**



Wells



Morgan



Murrell



Yanney



Roth



McManamy



Palmer



Rice



Kunert



Gleeson



Jensen

Palmer of Tegra Corporation; **Doug Rice** of Security National Bank; **Regina Roth** of empirical foods; and **Charese Yanney** of Guarantee Roofing & Siding.

Catholic Charities partners with psychiatrist

SIoux CITY – Catholic Charities of the Diocese of Sioux City has announced a partnership with psychiatrist **Dr. Nesrin Abu Ata**. Dr. Abu Ata is available for medication consults for Catholic Charities clients by telehealth at all locations across the diocese.

Dr. Abu Ata is a board-certified psychiatrist. She is also a board-certified family medicine physician and holds further certificates of training from the Harvard Program in Refugee Trauma and the American Association for Community Psychiatry. She has done further training with the Center for Mind Body Medicine.

Dr. Abu Ata completed her medical school training at the Medical School for International Health in Israel, and then went on to complete a combined residency in psychiatry and family medicine at the University of Iowa Hospitals and Clinics. She is currently



Ata

completing her fellowship training in integrative psychiatry at the Integrative Psychiatry Institute.

Currently, Dr. Abu Ata provides psychiatric care through her own practice, Mind; Alchemy, PLLC and in partnership with Catholic Charities and Rosecrance Jackson Center.

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Contact us to learn how you can get involved with Journal Goodfellow Charities, Inc.



SAVE THE DATE: 85th Annual Little Yellow Dog Auction • Saturday, December 12, 2020 • The Warrior Hotel in Downtown Sioux City • 12:00 PM Noon

Mike Wells

FROM 4

There are a few reason that Sioux City metro has been spared the worst of the COVID-19 recession and the accompanying unemployment spike, Wells said. One is that food manufacturers are a major employer and tend to be more resilient – consumers still eat even when times are tough. The metro area also has a diversity of manufacturers and businesses beyond the food sector.

“The challenge that a lot of communities our size have, and I think Sioux City is very fortunate that we don’t suffer from this, a lot of communities our size, and maybe a little smaller, suffer from, they only really have one sector that is represented from an employment opportunity,” Wells said. “Sioux City has a really strong base of heavy manufacturing.”

With the unemployment rate easing, the old issue of a too-small labor pool (skilled workers in particular) and stagnant population numbers seemingly remains as relevant as ever, and the overall thrust of TSI’s goals remains largely unchanged.

Some progress has been made on the housing front, with some new apartment complexes and housing developments emerging in Sioux City and in surrounding communities.

TSI continues to support “quality of life” improvements in the metro – things like walking trails, the Chris Larsen Park Riverfront project, Cone Park, the Expo Center – that hopefully will make the Sioux City metro more attractive to workers. “I don’t think you can ever go wrong in focusing on enhancing peoples’ quality of life,” Wells said.

Rice, Well’s predecessor, denounced the “Debbie Downer” attitude toward Siouxland – the idea that the Sioux City metro is unpleasant, boring or devoid of opportunities and thus difficult to market as a



Tim Hynds, Sioux City Journal
Mike Wells, the newly named chair of The Siouxland Initiative, speaks Nov. 12 at the offices of the Siouxland Chamber of Commerce. Wells is the president and CEO of Wells Enterprises in Le Mars.

place to live – when he began his tenure two years ago. Wells spoke of his own travels, and said the grass isn’t really any greener in other places.

“Yeah, we don’t have mountains and we don’t have beaches, but man we have great education, we’ve got good infrastructure, we’ve got affordable housing,” Wells said.

On the subject of 2020, Wells expressed a good deal of confidence that things will get better.

“A tunnel and a cave can feel a lot the same. The difference is, when you get to the end of a cave, there’s nowhere to go, and when you’re in a tunnel, if you just keep moving through, there’s light at the other end,” he said. “I get the feeling that some people feel like they’re in a cave right

now, but truly, we’re in a tunnel. We’ll get through this, we’ll be stronger as a nation and as individuals.”

WELLS IN THE TIME OF COVID

Wells Enterprises had its troubles during the pandemic, much as other companies did. But the company was in a strong position to weather this particular storm, and Mike Wells said the ice-cream maker in a stronger position now than they were at the beginning of the year.

During April and May, when the pandemic’s stranglehold on the country was at its early height, absenteeism at Wells reached record highs, Wells said, and the company struggled to produce even 60 or 70 percent of their capacity.

Despite the struggles on the production end, demand was strong for Wells products, as ice cream and related comfort foods have historically been favored during times of hardship and uncertainty.

“The ice cream category during this pandemic has seen as much as a 30 percent uptick in demand,” Wells said.

The company, which expanded its production capacity and footprint with a series of acquisitions last year, responded by implementing new, intensive safety protocols for its more than 4,000 workers. By November the virus was spreading as aggressively, if not more so, than it had in the spring, both locally and nationally – “And we’re staffed almost to full staffing,” Wells said.

“I can unequivocally say that our work environment is not a place that people are contracting COVID,” he added.

On the whole, Wells said he embraces all of the challenges the pandemic has brought about. Last year, was a “really comfortable year” for the company, Wells said. This year, with all its disruptions, proved to be “a good reset button.”

The events of 2020 proved to be an opportunity to test a saying Wells likes to use – “Never miss the opportunity to take advantage of a crisis.” Put another way, a crisis can be used as a catalyst for positive change.

“There’s so many people that look at 2020 and they can’t help but just look at what they’ve lost, what they’ve missed. And I just can’t help but look at what we’ve experienced – we are more educated, we’re more aware, as an organization, we’ve created a resilience, we’ve relied upon ourselves, we’ve enhanced our business systems and processes and kept people safe along the way,” Wells said. “I just – wouldn’t wish it on anybody, but I’m a firm believer that you’ve got to embrace every circumstance you find yourself in. I’m personally and professionally so much better for what we’ve gone through this year.”



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