

SIouxLAND BusinessJournal

Vol. 24, No. 12

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November 2019



METRO AREA AMENITIES

**Chamber board chair looks forward
to riverfront redevelopment**

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Chamber
board begins
new year**

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Initiative
names board,
officers**

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CELEBRATING CONSTRUCTION WEEK

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ON THE COVER

Sioux City Parks and Recreation Department
A rendering depicts plans to redevelop a portion of Chris Larsen Park along the Missouri River. Jennifer Letch, the new board chair for the Siouxland Chamber of Commerce, sees riverfront development as one of the metro area's quality of life improvements that will help attract more residents.

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Darrel Bullock
President
Sioux City Building Inspections

RENOVATIONS THAT ADD VALUE TO YOUR HOME



Making home improvements will enhance your home's comfort as well as add to its value. But not all home improvement projects are created equal. If you plan on selling your home in the near- or long-term, take the time now to focus on those projects that offer the best return on your investment. While the cost and value of your home improvements will vary based upon many factors, if you have an older home, the following projects often have the biggest impact when the time comes to sell your home.

Kitchen. From cooking to catching up with friends and family, the kitchen is the heart of the home. Not only will you enjoy a new kitchen, potential home buyers are attracted to a modern, functional space. According to Remodeling magazine's 2019 Cost vs. Value Report, home owners can recoup about 80 percent of the cost of a minor kitchen remodel. So, while a gourmet kitchen would be nice, it isn't necessary from an investment standpoint. Moderate updates such as replacing outdated appliances or cabinets are great ways to

makeover a kitchen. And even small adjustments such as changing out old hardware or adding a new faucet can add up in a big way.

Bath. If you have bigger underlying issues such as mold or water damage, you should consider a complete bathroom remodel. Homes with these types of issues will not likely pass a home inspection. You may end up paying for repairs — now or later. Your bathroom does not need to be completely gutted to add value to your home. Dated materials or fixtures can make a big difference with first impressions. A recent National Association of Home Builders survey of home buyers revealed that more than half (63 percent) preferred a white toilet, tub and sink.

Curb Appeal. First impressions are key for home buyers. A fresh and inviting look can be achieved with a well-maintained landscape. Mature trees and trimmed grass can draw prospective buyers to a home. Beyond the landscaping, installing new hardware, doors and windows can greatly enhance your home's exterior appearance. If you have panels that are loose, rotted, warped, cracked or molded, it is time to consider

having them replaced.

Interior Paint. A fresh coat of paint with a personalized or bold hue is a welcomed choice, but only if you're not looking to sell your home soon. If you are putting your home on the market, neutral colors are ideal. The color of your walls is only a small part of your home, but it can influence a potential home buyer. When buyers walk through a home, they often visualize what it would be like to live in the home. So it's best to use paint colors that won't distract potential buyers.

Roof. Another big-ticket home improvement — but one that will add significant value to your home — is a roof replacement. Remodeling magazine estimates that home owners can recoup about 68 percent of the cost of an asphalt shingle roof replacement, and 61 percent of the cost of a metal roof replacement. There are many roofing options available for home owners, from a variety of colors and textures, to longer warranties and enhanced energy efficiency.

To find a remodeler in the Siouxland area, visit <http://www.sioxlandhba.com/members>

RibbonCuttings

Photos courtesy of the Siouxland Chamber of Commerce



Chamber of Commerce COMMUNITY ENHANCEMENT

Tim Savona, general manager of the Tyson Events Center, and Seth Ziemba, general manager of Fleet Farm, announced a multi-year naming rights agreement. The former Gateway Arena will now be named the Tyson Events Center/Fleet Farm Arena.



Chamber of Commerce WELCOME NEW MEMBER

Nebraska Gov. Pete Ricketts and state Sen. Joni Albrecht joined Riverview Surgical Center CEO Lee Hilka for the grand opening of the state-of-the-art facility at 201 E Fourth St. in South Sioux City. The surgical center includes operating rooms, pre- and post-op patient bays (some overlooking the river), a med spa and plastics private clinic. Unique to Riverview is that patients have the option of recovering at the neighboring Delta Hotel in a quiet environment with a private nurse which can greatly reduce patients' medical costs.



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Photos courtesy of the
Siouxland Chamber of Commerce



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NEW IMPROVEMENTS

A grand reopening celebrated the completion of the Sioux City Art Center's renovations that increased access to art and education. Art Center director Al Harris-Fernandez cuts the ribbon with City Council members Rhonda Capron and Dan Moore, Junior League Sioux City member Rhonda Henry and Art Center board members. The renovations give the public more access to the Art Center's permanent collection while also allowing the center at 225 Nebraska St. to continue to host an active temporary exhibition program in its third-floor galleries.



Siouxland
Chamber
of Commerce

NEW IMPROVEMENTS

Members of the Junior League of Sioux City recently unveiled the completely updated Children's Hands On! Gallery in the Sioux City Art Center. The \$80,000 Junior League donation funded participatory stations, their fabrication and installation, as well as carpeting and design fees. The Hands on! Gallery is free and open to the public during normal business hours at the Art Center, 225 Nebraska St.



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RibbonCuttings

Photos courtesy of the Siouxland Chamber of Commerce



Siouxland
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NEW IMPROVEMENTS

MercyOne Siouxland Medical Center has partnered with the Food Bank of Siouxland to sponsor a new delivery truck. Pictured cutting the ribbon are Lea Greathouse, vice president of Mission, Marketing and Foundation, MercyOne Siouxland; Mary Hendriks, director of Mission Integration, MercyOne Siouxland; Linda Scheid, executive director, The Food Bank; and Jenna Rehnstrom-Liberto, marketing and communications manager, MercyOne Siouxland. The new truck will serve over 100 partners in 11 counties, delivering some of the 2.6 million tons of food the Food Bank provides each year.



Siouxland
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of Commerce

WELCOME NEW MEMBER

Marto Brewing owners Erik and Rachel Martin and investors Jack Ehrich and Rod Wellman are shown cutting the ribbon for the edgy artisan brewery, which has a deep passion for craft beer, from light as straw to dark as night. Marto, 930 Fourth St., offers 11 different beers to choose from, as well as a number of guest beers, and a full menu of food options made to order in a wood-fired oven.

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Letch takes on new leadership role

empirical foods executive begins term as chair of Siouxland Chamber board

MASON DOCKTER

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DAKOTA DUNES – Jennifer Letch is enthusiastic about Chris Larsen Park Riverfront Development along the Missouri River. And she thinks newly arriving workers and families in Sioux City will be excited about it, too.

With its low unemployment, the metro area needs something special to attract talent for area companies that need it, said Letch, an executive officer for both empirical innovations, inc. and empirical foods, the Dakota Dunes-based producer of lean beef formerly known as Beef Products Inc.

Besides jobs, Letch said there are three key things people look at when they decide to move to a town: “It’s access to green space, bike trails, and water.”

Thus her high hopes for the new Chris Larsen Park riverfront development, an ambitious multi-million-dollar project (funded largely through donations) that’s expected to offer diverse, attractive amenities – a dog park, basketball courts, a “yoga lawn,” an “interactive fountain,” a playground for children, pavilions and plazas, walking paths and more.

“It’s going to be one of those things that attracts young people,” said Letch, who has been personally involved with the project. “If you take pride in your community, then people will want to live here.”

And though the construction downtown and on Interstate 29 may seem unappealing, they’re really a sign of vitality – eventually those projects will be done, with an end result



LEFT: Letch, the new Siouxland Chamber of Commerce Board chair, introduces Iowa Gov. Kim Reynolds at the Tri-State Governors' Conference on Oct. 21 in Dakota Dunes. Letch, right, is an executive officer for empirical innovations inc. and empirical foods, her family's Dakota Dunes-based business formerly known as Beef Products Inc.

better than what was there before.

“It’s because things are being developed,” she said of the sprawling road and building work. “Since I’ve been here for, I guess it’s almost 14 years, I’ve seen several downtown living spaces go up, you’ve got new developments going on, the Art Center was just renovated and added on to, so that downtown space is starting to look like a really nice spot.”

Add to that the Siouxland Chamber of Commerce’s newly-updated headquarters, at 101 Pierce St., which now boasts a chic, glass-and-aluminum exterior.

Letch, 46, began a one-year term as chair of the Siouxland Chamber board last month. Her mother, Regina Roth, previously served as the board chair.

Letch’s parents, Eldon and Regina, founded BPI in the 1970s in the San Francisco area.

Born in the Bay area and raised partially there and partially in Texas, where the family business later moved, Letch studied business at St. Edward’s University in Austin. After graduation, she moved to San Francisco to work in finance.

“I think I just wanted to – honestly, I just wanted to go out there and live in San Francisco, I was from

California and I wanted go back there,” she said of her five years in San Francisco. Her parents, meanwhile, had moved BPI to Dakota Dunes in the 1990s.

She returned to Austin in 2002 and continued working in finance. In 2005, she moved to Siouxland and began working for BPI. The decision to join the family business came after conversations with her brother, Nick Roth.

“We just talked about what a great opportunity it was to have this business to join,” she said.

Her husband of 20 years, Craig Letch, also went to work for the family business. Letch’s brother, Nick,

joined the company about a year after she did.

After learning the ins and outs the business – where she had previously worked in human resources during high school and college – she began to “wear many hats” at the firm, as did the rest of her family.

“It’s a family business, and we kind of all do a lot of different things,” she said. “So when I moved up here, it was more, getting to know the business and, you know, starting admin, and getting in the financial part of it.”

Letch was named an executive officer earlier this year, as her parents stepped away from the company.

Her husband became president of empirical foods earlier this year.

Though they stepped away from day-to-day management, Letch said her parents are “definitely still involved with the company.”

Empirical has branched off from its original lean beef products into new offerings, including steaks, pork and fully cooked taco meat.

“Something that my dad always has said is, ‘We know how to do things because we do things,’ that’s kind of his motto,” Letch said. “If you look at the definition of ‘empirical,’ it’s a proven process, it’s not just a theory.”

CHAMBER ANNOUNCES 2019-20 BOARD OF DIRECTORS

SIOUX CITY - The Siouxland Chamber of Commerce has finalized its board of directors for the 2019-2020 fiscal year.

Jennifer Letch, of empirical foods, is the new board chair, and **Nick DeRoos**, of CF Industries, is the immediate past chair.

Other officers include treasurer **Stephanie Samenus**, 185th Air Refueling Wing; vice chair - economic development **Joe Kruse**, Kruse Financial Services; vice chair - community enhancement **John Stevens**, Blankenship Meier Painting & Decorating; vice chair - government relations and transportation **Brian Crichton**, CMBA Architects; and vice chair - investor relations **Kristie VerMulum McManamy**, United Real Estate Solutions Inc.

New board members are:



Letch



DeRoos



Samenus



Kruse



Stevens



Crichton



McManamy



Aymar



Goosmann



Graham



Roberts



Adler



Bull



Gausman



Gomez



Jesse



Johnson



Kalin

Al Aymar, FiberComm; **Jeana Goosmann**, Goosmann Law Firm; **Mandy Graham**, Great West Casualty Company; **Dan Holzrichter**, Baird; and **Katie Roberts**, Siouxland Community Foundation.

Returning board members are: **Neal Adler**, Le Mars Chamber of Commerce;

Steve Bull, PREMIER Bankcard; **Paul Gausman**, Sioux City Community School District; **Tony Gomez**, Gomez Pallets; **Darrell Jesse**, Cray Huff Law Firm; **Leah Johnson**, Family Medicine Center; **Linda Kalin**, Iowa Poison Control; South Sioux City Mayor **Rod Koch**; **Arlan Kuehn**, Kuehn Auto Sales;



Koch



Kuehn



Lenz



Opsahl



Scott



Sortino

Stacia Lenz, Adventure Staffing & Professional Services; **Erick Opsahl**,

Wells Enterprises; Sioux City Mayor **Bob Scott** and **Kalynn Sortino**, Sioux

City Growth Organization (SCGO).

Siouxland Initiative announces 2019-20 directors, officers

SIOUX CITY - The Siouxland Initiative has announced its board of directors and officers for the 2019-2020 fiscal year.

Doug Rice, Security National Bank, is board chair, and **Mike Wells**, Wells Enterprises Inc., is vice chair and treasurer.

New board members are **Kevin McManamy**, United Real Estate Solutions Inc.; **Terry Murrell**, Western Iowa Tech Community College; and

Charese Yanney, Guarantee Roofing & Siding.

Returning board members are: **John Gleeson**, Klinger Companies; **Jim Jensen**, Great West Casualty Company; **Kathryn Kunert**, MidAmerican

Energy; **Pam Miller**, Siouxland Ethanol; **Lance Morgan**, Ho-Chunk Inc.; **Doug Palmer**, Tegra Corporation; **Regina Roth**, empirical foods; and **Lynn Wold**, UnityPoint Health.



Rice



Wells



McManamy



Murrell



Yanney



Gleeson



Jensen



Kunert



Miller



Morgan



Palmer



Roth



Wold

RibbonCuttings

Photos courtesy of the Siouxland Chamber of Commerce



Siouxland
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NEW IMPROVEMENTS

Melis Spencer and Vernon Meyer, co-owners of M's on 4th, celebrated M's third anniversary and announced their new event space and catering capabilities. The redesigned retail space at 1019-1021 Fourth St. can hold up to 60 guests, with space for 200 throughout the entire restaurant. It allows the restaurant to serve business or personal needs, complete with AV equipment. M's full-service catering also is available on and off-site.



Siouxland
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SIGNIFICANT MILESTONE

Riddle's Jewelry celebrated its 60th anniversary with a recent ribbon cutting. Amy Bedey, general manager of the Southern Hills Mall store, cuts the ribbon with her staff. In 1959, Jesse Riddle founded Riddle's Jewelry. It's still family-owned and operated with over 60 stores across eight Midwest states.

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RibbonCuttings

Photos courtesy of the Siouxland Chamber of Commerce



Sarah Vander Pol, consultant with Beautycounter, cuts the ribbon to celebrate her new Siouxland Chamber membership. Beautycounter creates safer, high-performing products for the whole family, and is committed to a health and safety standard that goes well beyond what's required by U.S. law. For more information, visit: www.beautycounter.com/sarahvanderpol



Chamber of Commerce WELCOME NEW MEMBER

Pawsitive Pet Services recently opened at 1911 Hwy. 20 in the former Theo's Steakhouse building. Pictured in the back are Pawsitive staff: Kelsie Hamman, Jessica Graves, Lindsey Flammang, Nicole VanSickler and Missy Williams. In front are Nina McKernan, Michaela Trudeau, Grace Hoefer, Jean Chesterman (owner), Josh Montagne, Jay Chesterman with grandkids Jetta and Lenny and our furry family members Solka and Pushka. Pawsitive Pet Services provides convenient and quality pet care and services for the busy pet owner including day care, overnight boarding, grooming, transportation, dog training, photography and cremation with staff that are insured and certified in pet first aid.



The Home Builders Association of Greater Siouxland consists of quality builders, subcontractors, and suppliers. If you are thinking of building a new home or have a remodeling project, please contact the association for a list of reputable contractors.

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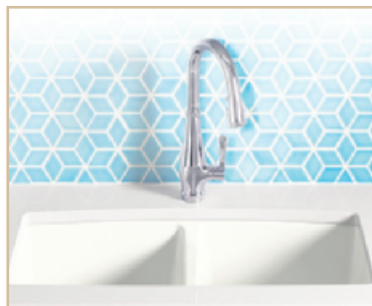
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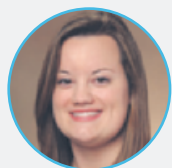


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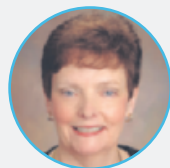
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RibbonCuttings

Photos courtesy of the Siouxland Chamber of Commerce



Neveria & Antojitos Cuahtemoc owners Rosa and Adan Jurado and their daughters Cynthia, Sandra, Monica and Kathy are shown cutting the ribbon to celebrate the opening of their new restaurant and their membership in the Siouxland Chamber. The eatery, 2116 Court St., serves everything from ice cream to exotic fruit snacks to specialty sandwiches.



Gotcha Covered owners and design consultants Nicole Layman and Laura Pedersen and shown cutting the ribbon with their husbands, Jay Layman and Jeff Pedersen. Gotcha Covered is committed to helping you get the most out of each room in your house and take your home from drab to fab. The business offers custom window treatments that include blinds, draperies and shutters. Call (712) 201-9984 to schedule a free in-person consultation.

RushHourConnect



The staff at Great Southern Bank recently hosted the September Siouxland Chamber of Commerce Rush Hour Connect. Founded in 1923 with a \$5,000 investment and 12 associates, Great Southern has since grown to \$4.9 billion in assets, with more than 100 locations in 11 states and 1,200 associates. Great Southern is celebrating 10 years in the Siouxland market, offering seven convenient, full-service banking centers throughout the area.

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NEW/LEASE



3087 Floyd Boulevard

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NEW/SALE



130 Nebraska Street

114 Room Ramada at the entrance to downtown. Recently upgraded in last 3 months to 3 years, roof, carpet, furniture, rooms, lights, boiler, fire alarm & lobby. Outdoor pool, plenty of parking and only 2 blocks from I-29.

LEASE



2912 Hamilton Blvd

Plaza Professional Center is a signature property located just off Hamilton Blvd w/20,000 VPD. Suite 105 has 1,826 sf of professional space & is ready to move-in w/offices, break room, conference room & restrooms. It also offers convenient front door parking--no ramps, stairs or elevators.

SALE



4207 Bass Court

2.16 acre corner multi-family/office building lot on the corner of Bass Court and Outer Drive. Private court yet highly visible in an attractive location. Sewer and water are at the site.

SALE



802 E. Cherry, Vermillion

3,024 sf convenience store & gas station for sale on the prime corner of E. Cherry & N. Plum St. in Vermillion, SD. High traffic & great visibility. 1,380 sf canopy over gas pumps, 21,300 sf lot. Two blocks from USD campus.

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Photos courtesy of the Siouxland Chamber of Commerce



Siouxland Chamber of Commerce WELCOME NEW MEMBER

Dr. Meghan Nelson, DPT, and Dr. Ryan Allen, PhD, cut the ribbon to celebrate Lumin Therapy's membership in the Siouxland Chamber. Lumin Therapy provides integrative health and education for the mind, body, and spirit to those who are suffering or struggling to step into and live their heartfelt mission and purpose. Through the practice of physical therapy, medical therapeutic yoga, meditation, mindfulness, and resiliency mentoring, Nelson and Allen help others learn and heal and live without boundaries in their home or business or one of the Lumin partner locations. Learn more at info@lumintherapy.com



Siouxland Chamber of Commerce NEW IMPROVEMENTS

Simple Life recently relocated to 400 South Martha St. giving them a much larger space where they can provide day habilitation and in-home habilitation. Administrator Sheri Porter is pictured cutting the ribbon with her staff. From symptom management & coping skills, to everyday tasks like how to make grilled cheese and how to have a productive conversation with a friend, The Simple Life goal is to break life down to its simplest form to develop the skills necessary to live an independent and productive life.

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ChamberAnniversaries

The following businesses and organizations are celebrating milestone anniversaries as Siouxland Chamber of Commerce investors.

35 YEARS – 1984

MID-STEP SERVICES INC.
Gary Turbes
Sioux City

30 YEARS – 1989

CHRISTY-SMITH FUNERAL HOMES INC.
Dan Eckhoff
Sioux City

25 YEARS – 1994

ELECTRONIC ENGINEERING
Terry McElroy
Sioux City

20 YEARS – 1999

ABM PARKING SERVICES
Lori Pierson
Sioux City

DOROTHY PECAUT NATURE CENTER

Dawn Snyder
Sioux City

ROSECRANCE JACKSON CENTERS

Kermit Dahlen
Sioux City

SIUXLAND MEDICAL DOCTORS, DBA AS PATIENT PREFERRED

Karlene Huntley
Sioux City

USD FOUNDATION

Steve Brown
Vermillion, S.D.

15 YEARS – 2004

FASTFRAME

Ed Rosston
Sioux City

PROMENADE CINEMA 14

William Barstow
Sioux City

SIUX CITY FORD LINCOLN

Rob Brooks
Sioux City

10 YEARS – 2009

CASSELMAN APARTMENTS

Teresa Delfs
Sioux City

COUNTRY CLUB APARTMENTS

Kara Hansen
Sioux City

KUEHN AUTO BODY SHOP

Arlan Kuehn
South Sioux City

KUEHN AUTO SALES

Arlan Kuehn
South Sioux City

LAWLER FIXTURE COMPANY

Teresa Lawler Schwietz
Sioux City

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GET TO KNOW ERIN...



PERSONALLY

Erin enjoys the time she gets to spend with her family and friends. She has two daughters involved in sports and dance, along with a boyfriend of 5 years who has 3 kids also very involved in sports. There isn't much down time. Beyond kids' activities, Erin enjoys golfing and boating in summer months, and cheering on the Vikings in the Fall, as painful as it may be.

PROFESSIONALLY

Erin spent 17 years of her career in banking, primarily commercial lending before switching careers in 2018 into commercial real estate. She has enjoyed taking a different seat at the table and helping her clients negotiate the best possible deal. Most recently, Erin helped launch a much-needed business brokerage division, which focuses on valuing and marketing businesses for sale in Siouxland.



PHILANTHROPICALLY

Erin is a very active member of her community; past president of the Dakota Valley Emergency Services District, board member of the Siouxland Economic Development Corp and American Heart Association. Erin currently serves on the advisory board for the June E. Nylen Cancer Center, helps with both the Purple Panther Youth Volleyball Board and 5678! Booster Club Board. Erin currently serves as the Secretary/Treasurer of her Building Bridges chapter for her BNI group.

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