

SIouxLAND BusinessJournal

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PO Box 118,
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October 2020

New chamber chair

Kruse Financial Group's Joe Kruse

INSIDE THIS MONTH'S ISSUE:



Chamber golf

28th annual
outing draws
288 participants.

PAGE 10



Soybean art

Siouxland farmers
plant tribute
to nurses.

PAGE 14

Siouxland Expo Center

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BusinessJournal

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Dave Dreeszen, editor

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Tim Hynds, Sioux City Journal

ON THE COVER

Joe Kruse, owner of Kruse Financial Group, is shown at his offices in Dakota Dunes. Kruse is the new chair of the Siouxland Chamber of Commerce's Board of Directors.

Index

On the move	page 4	Ribbon cuttings	pages 6,7
Chamber anniversaries	page 5	Cover story	pages 8,9
Chamber investors.....	page 5	Business people profiles	pages 12,13

FOR LEASE



4125 Gordon Drive

Very nice 2,250 sf office space in Spalding Center on busy Gordon Drive. Six spacious offices, conference room, reception/waiting area, great signage & traffic. Available for lease now.

FOR LEASE



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FOR SALE



1700 Riverside Boulevard

Lots of potential with this industrial property! Features 3,800 sf office building plus 6,528 sf shop on .86 acres. Can be combined with 1742 Riverside Blvd for a total of 1.39 acres.

FOR LEASE



401 S Lewis Boulevard

Very nice newer building w/high visibility & traffic count. Great location for retail or office w/plenty of parking for employees & customers. The landlord is onsite for quick attention. Space is 1,800 sf that could be expanded to 5,300 sf. Priced right at \$8.00/sf NNN.

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OnTheMove



Winker



Throne

Winker, Throne take posts at Health, Inc.

JOURNAL STAFF

SIOUX CITY – **Kara Winker** has joined Health, Inc. as the director of finance, and **Susan Throne** has been named the new compliance manager.

Winker was most recently with Horn Memorial Hospital in Ida Grove, Iowa, serving as the controller. Prior to that, she was the controller at Greene County Medical Center and has worked in human resources.

Throne previously worked at MercyOne Home Care (part of Trinity Health at Home) as a quality manager. Prior to that, she worked at Midlands Choice as a utilization review coordinator.

Health, Inc. is a joint venture of MercyOne Siouxland Medical Center and UnityPoint Health--St. Luke's. It is the parent company of the June E. Nylen Cancer Center, Hospice of Siouxland and formerly Siouxland Paramedics, Inc.

Winker and Throne are employees of the June E. Nylen Cancer Center and Hospice of Siouxland.

RE/MAX Preferred announces new ownership group

OKOBOJI – RE/MAX Preferred in Sioux City has announced a new ownership group including **Aaron Jones**, broker/owner of RE/MAX Lakes Realty in Lake Okoboji; **Amy Kakacek** of RE/MAX Preferred; and Jeff and **Rachel Carlson** of Sioux City.

Jeff Carlson is a partner behind The Arena Sports Academy and Rachel Carlson has been a real estate agent since 2014 and is currently at RE/MAX Lakes Realty. They will team up to form the Carlson Group at RE/MAX. Carlson Group will unveil "The Market Experience" at The Arena later this month, which will celebrate and market real estate from Sioux City to Okoboji.

Jones and Jeff Carlson, who are longtime friends, have dreamed of partnering together on a real estate venture that encompassed the Siouxland and Okoboji markets and what that vision could look like, according to a press release.

Jones has been broker/owner of RE/MAX Lakes Realty since 2014. He is a lifelong resident of the lakes region and a pillar in the progressive growth and marketing of the Iowa Great Lakes. He is an active member of the community.

Kakacek has been an active realtor in Siouxland for 16 years. She is an active volunteer.

Crittenton shelter director named

SIOUX CITY – **Zach Anderson** has accepted the position of Crittenton Center's emergency shelter and youth development director.

The emergency shelter provides a safe place for kids to stay during a crisis. Anderson started his new position in late August.

Originally from Canistota, South Dakota, Anderson recently moved to North Sioux City along with his wife,



Anderson

Trisha.

Anderson started his career as a special education teacher with Volunteers America and most recently was the program director at Resources for Human Development, which serves individuals with developmental disabilities.

Anderson succeeds Ed Huff, who served as the shelter director and was with Crittenton Center for 19 years.

United Way of Siouxland kicks off 2020-21 campaign

SIOUX CITY – United Way of Siouxland launched its 2020-21 campaign with a kickoff celebration at the Siouxland Expo Center in August.

Jeff Lapke, with Central Bank, and Pam Lapke, of the Thejewelrylady.org, are this year's campaign chairs.

Security National Bank was named 2020's Major Business of the Year. Henjes, Conner & Williams, P.C. was named Medium Business of the Year. Heritage Bank N.A.

was named Small Business of the Year. Gelita USA, Inc. was named Most Improved Campaign of the Year. Sterling was named the Best New Campaign of the Year.

"A gift to United Way of Siouxland is an investment in our community," Jeff Lapke said. "They help feed those

facing food insecurity; prepare children for success in school, work and life; and connect those in financial distress to pay bills and stay in their homes."

"Because of everyone's past support, our community was ready to respond to COVID," United Way of Siouxland president Heather Hennings said. "We've been responding to local needs and society's most pressing problems for 99 years. COVID-19 is a new challenge for us but United Way is up for it."

This year, United Way is making participation easier with virtual rallies and speakers, online pledging and more.

Early Bird deadlines are returning this year. Organizations completing their United Way campaign by Nov. 4 will be thanked and recognized in a Sioux City Journal ad.

Individual donors contributing \$100 will receive a Giving Card that entitles them to discounts at more than 40 businesses throughout the year.

United Way of Siouxland fights for the health, education and financial stability of every person in the community. To learn more about the United Way of Siouxland, go to unitedwaysiouxland.com or call 712-255-3551.



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ChamberAnniversaries

The following businesses and organizations are celebrating anniversaries of 5, 15, 20, 30 or 50 years this month as Siouxland Chamber of Commerce investors.

50 YEARS – 1970

MIDWEST TECHNOLOGY

Robin Peterson
Sioux City

STIFEL, NICOLAUS & COMPANY

Patrick Corey
Sioux City

THE CATHOLIC GLOBE

Dawn Prosser
Sioux City

30 YEARS – 1990

SIouxLAND CARES ABOUT SUBSTANCE ABUSE

Britney Book
Sioux City

KAHILL'S

Anne Lee
South Sioux City

SBI GENERAL & MECHANICAL

Ann Maxey
Waterbury, NE

20 YEARS – 2000

ANDERSON HEATING & COOLING

Greg Anderson
Sioux City

NAI UNITED

Chris Bogenrief
North Sioux City

SIouxLAND FEDERAL CREDIT UNION – NORTH SIOUX CITY

April Noteboom
Dakota Dunes, SD

SUPPORT SIOUXLAND SOLDIERS

Sarah Petersen
Sioux City

15 YEARS – 2005

K & B TRANSPORTATION INC.

Kory Ackerman
Sioux City

KNIFE RIVER MIDWEST

Ron Hall
Sioux City

THIRD JUDICIAL DISTRICT JUVENILE COURT SERVICES

David Schmiedt
Sioux City

5 YEARS – 2015

1008 KEY CLUB

Jesus Sanchez
Sioux City

SIoux CITY FAMILY HEALTHCARE OF SIOUXLAND – MORNINGSIDE

Missy Kolar
Sioux City

NewChamberInvestors

CF PROMO/I-29 SPORTS

Chris Haugen
Sioux City

AQUA SPOOL

Teddy Saltzman
Sioux City

PRIOR2IPO

Jay Faber
Sioux City

PUMP & PANTRY

Brandon Beck
Jackson, NE

STONE BRU/ SUNNYBROOK

Nick Topf
Sioux City

OHANA PEARLS

Kira Corea
Sergeant Bluff, IA

THE GOSPEL MISSION THRIFT STORE - SOUTH SIOUX CITY

Emily Vondrak
South Sioux City

ULTEIG

Rick Allely
Sioux City

CHOOSE CONFERENCE

Laura Pedersen and Jill Miller
Sioux City

ALLEYCAT HOLDINGS

Rick Bertrand
Sioux City

PAYTEVA

Mark Stout
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RibbonCuttings

REBAH LEIGH'S BOUTIQUE



Rebah Leigh's Boutique recently celebrated its Siouxland Chamber membership with a ribbon-cutting ceremony and big sale during Iowa's sales tax free weekend. Pictured cutting the ribbon are owners Angela and Brad Menard, along with their grandson. The women's boutique on Transit Avenue offers trendy items, including clothing, jewelry, shoes and handbags.

AMERICAN SENIOR BENEFITS



American Senior Benefits was welcomed as a new Chamber member at a recent ribbon cutting ceremony. Shown cutting the ribbon are Sioux City's local licensed agents, Rita Eisentrager and Tiffany Irving. American Senior Benefits serves those in need of insurance, especially seniors.

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RibbonCuttings

SIoux CITY PICKLEBALL



Sioux City Parks & Recreation recently added eight new pickleball courts, two new tennis courts, nets and fencing at Riverside Park. A ribbon cutting was held with the Siouxland Pickleball Association on Aug. 27 to celebrate the new courts. Siouxland Pickleball Association President Carolyn Ellwanger cuts the ribbon as it's held by Parks & Recreation Manager Angel Wallace, left, and Randy Hansen, right.

VILLAGE COOPERATIVE



A virtual ribbon cutting was held recently to celebrate Village Cooperative's 5th anniversary. Village Cooperative is a community of active adults, 62+, who want to live with other people their age, but not in assisted living. It offers maintenance-free living with all the benefits of home ownership and many unique amenities.



Mike Clausen
HBA President
Contractors Supply

PREVENTATIVE FALL MAINTENANCE TIPS FOR YOUR HOME



The leaves are starting to change color and the summer's heat wave is behind us — all signs that the fall season has finally arrived. With more time spent at home this year, taking on a few preventative home maintenance projects will not only keep your family living space comfortable; it will help safeguard your home investment. Here are a few areas of your home to pay special attention to in the next couple of months:

Check Roof Insulation

You want to make sure your home has sufficient insulation, especially if you have an older home. If you notice your attic insulation is level with or below the attic floor joists, you probably need to add more.

To help you measure and check your insulation levels, visit [Energystar.gov](http://energystar.gov) or consider hiring a home energy professional.

Investigate Air Leaks

Heated air can escape from gaps that develop where building materials meet. Check places where exterior siding meets windows and doors, around roof and foundation lines, around chimneys and where pipes protrude through walls or roofs. By working to stop or minimize drafts, you can save on annual energy costs. The Department of Energy notes that consumers could save ten percent to 20 percent per year.

Inspect Your Heating System

To keep your heater functioning at an optimal level,

have your unit checked and cleaned by a professional. Make sure ducts and pipes located in unheated spaces are insulated. Dirt streaks around your ductwork, especially near the seams, are evidence of leaks.

Examine Windows

Ensure your windows and doors are effectively keeping warm air in and cold air out. Look for any cracks around glass, sashes and window frames. Apply adhesive foam weather strips to the top and bottom window rails or nail felt weather stripping where window sashes and frames make contact. Find a home remodeler or contractor in the Siouxland area to help you complete these projects by visiting <http://www.sioxlandhba.com/members>.

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New chair faces challenges



Joe Kruse, owner of Kruse Financial Group, takes notes at his desk in his Dakota Dunes office. Kruse is the new chair of the Siouxland Chamber of Commerce's Board of Directors.

Tim Hynds photos,
Sioux City Journal

Joe Kruse takes helm of Siouxland Chamber board amid pandemic

MASON DOCKTER

Business Journal staff writer

DAKOTA DUNES – The challenges facing the business community in Sioux City metro are far greater today than they were for Joe Kruse's immediate predecessors.

Kruse begins his tenure as the chair of the board of the Siouxland Chamber of Commerce on Oct. 1. The 56-year-old is the founder, owner and president of Kruse Financial Group in Dakota Dunes.

When past chairs Jennifer Letch and Nick DeRoos started their one-year terms, the metro area's unemployment rate hovered around 2 or 3 percent – essentially full employment, a situation where everyone who wants a job has a job.

Prior to this year, business leaders talked often about too few workers to fill the open positions, and hatched various plans to lure more applicants to the area.

This spring, when the coronavirus pandemic took hold and most public establishments were shuttered, the unemployment rate hit 9.3 percent in metro Sioux City, the highest mark since 1990. The unemployment subsequently eased up a bit, to around 7.4 percent and later dropping to an estimated 5.8 percent.

The pandemic is ongoing and likely will be at least until a vaccine is introduced. A full picture of the damage, including the number of businesses closed permanently and workers collecting unemployment for long stretches, might not be realized for some time.

"I hope like heck that our attrition, the loss of businesses, is very few in Sioux City when this is all said and done, we all hope," Kruse said.

In short, the workforce problem facing the Chamber under Kruse is the polar opposite of the workforce issue of recent years.

Joe Kruse, owner of Kruse Financial Group, right, is shown Sept. 9, with his son, Tyler Kruse, a financial advisor at the Dakota Dunes firm. Joe Kruse is the new chair of the Siouxland Chamber of Commerce's Board of Directors.



"Earlier, we didn't have enough workers in Sioux City, had a very, very low unemployment rate, and our task was to get people to move to Sioux City, bring an environment that people want to come here for," he said. "And now, I think, the biggest short-term (goal) is to get back to full employment. There's a lot of people that don't have jobs in light of what went on with COVID."

"And part of that is just, economic development. If we can bring in more businesses, that problem will solve itself, and then the pendulum maybe swings back the other way, where now we've got a workforce problem again. And we hope we do someday," Kruse added.

Economic development – luring new businesses – doesn't happen without infrastructure in place. When considering a move to any metro area, most businesses

multicultural town it is now. His father, Joe Sr., cut trees, drove a milk route for Wells Dairy and owned the Huddle Lounge. The younger Kruse often worked alongside his father.

Joe Kruse and his wife, Renee, have been married for 31 years. The couple have three children – Nicole, 30, Tyler, 29 and Cory, 28, and two grandchildren, Emery, 10, and Rowan, 1.

Kruse began his career in the insurance industry in the 1980s, working first as an adjuster for Allied Group Insurance in Des Moines and then as an agent for New York Life Insurance in Sioux City.

A few years later, he hung out a shingle of his own under the name "Kruse & Associates," later changing the name to Kruse Financial Group. In the early years he had an office in downtown Sioux City and later

Joe Kruse grew up in South Sioux City, which in his youth wasn't yet the bustling, multicultural town it is now. His father, Joe Sr., cut trees, drove a milk route for Wells Dairy and owned the Huddle Lounge. The younger Kruse often worked alongside his father.

strongly consider things like nearby highways and airports. Having an airport with little air service bodes poorly for the area at a time when new employers would be a welcome site.

Which makes the problem at the Sioux Gateway Airport – American Airlines wants to stop flying unsubsidized flights due to catastrophically low passenger traffic – an altogether more urgent matter to attend to.

"I do think we will have an air service, if it's not American, it'll be someone else," said Kruse, who himself is a licensed pilot and also sits on the airport's board of trustees.

HUMBLE ROOTS

Kruse grew up in South Sioux City, which in his youth wasn't yet the bustling,

South Sioux City, before relocating his company to Dakota Dunes in 2002.

The firm does more than sell insurance now.

"We organize and coordinate the financial affairs of business owners, and families, and professionals," Kruse said. He described the Kruse Financial as "a holistic planning firm," with an all-encompassing purview.

A graduate of Bishop Heelan High School and the (now-defunct) Westmar College in Le Mars, Kruse said he didn't know what he wanted to do right out of college, but he already had the entrepreneurial bug.

"One thing I always knew is, I didn't want to work for someone my whole life, I wanted to do my own thing and work for myself," he said.

Siouxland Chamber names 2020-21 board of directors

SIOUX CITY – The Siouxland Chamber of Commerce has finalized its board of directors for the 2020-2021 fiscal year.

Joe Kruse, of Kruse Financial Services, is the new board chair, and **Brian Crichton**, of CMBA Architects is the new board vice chair and vice chair – government relations and transportation.

Jennifer Letch, of empirical foods, is the immediate past chair.

Other officers include **Stephanie Samenus**, of 185th Air Refueling Wing, treasurer; **Mandy Graham**, of Great West Casualty Company, vice chair – economic development; **John Stevens**, of Blankenship Meier Painting & Decorating, vice chair – community enhancement; and **Kristie VerMuhl McManamy**, of United

Real Estate Solutions Inc., vice chair – investor relations.

New board members are: **Oscar Gomez**, City of South Sioux City; **Fitz Grant**, of Sanford Community Center; **David Harris**, of Security National Bank; **Travis Morgan**, of Sioux City Symphony; **Chris Namanny**, of Elite Staffing; and **Ben Uhl**, of Sergeant Bluff Eye Care.

Returning board members are: **Neal Adler**, of Le Mars Chamber of Commerce; **Al Aymar**, of FiberComm; **Shawn Brown**, of HyVee; **Steve Bull**, of PREMIER Bankcard; **Nick DeRoos**, of CF Industries; **Paul Gausman**, of Sioux City Community School District; **Jean Goosmann**, of Goosmann Law Firm; **Dan Holzrichter**, of Baird; **Darrell Jesse**, of Cray Huff Law Firm; **Leah Johnson**, of Family Medicine Center; Mayor **Bob Scott**, City of Sioux City; and **Kalynn Sortino**, of Sioux City Growth Organization (GO).



Kruse



Letch



Adler



Aymar



Brown



Bull



Crichton



DeRoos



Gausman



Goosmann



Gomez



Graham



Grant



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Jesse



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Chamber outing draws 288 golfers

The 28th annual Siouxland Chamber Golf Classic may have been delayed due to the coronavirus pandemic, but the wait did not dampen the spirits of this year's participants.

Selling out in less than a week, 288 golfers played on the Sioux City Country Club and Dakota Dunes Country Club courses on Aug. 31.

The virtual awards and prize presentation was broadcast over Facebook Live and those logged on were able to watch nearly \$30,000 in cash and prizes given away ...

ers to go home with a cooler of steaks donated by empirical foods to enjoy in small groups in the comfort of their homes.

The virtual awards and prize presentation was broadcast over Facebook Live and those logged on were able to watch nearly \$30,000 in cash and prizes given away to the day's team and pin prize winners and lucky prize drawing recipients.

The Chamber wishes to thank the incredible sponsors and prize donors who, in these most trying times, continued to generously support the event, as well as the players who enthusiastically return each year.

2020 SIOUXLAND CHAMBER GOLF CLASSIC RESULTS

DDCC FLAG PRIZES

- #1 – Long Drive Men: Corey Fravel, Wireless World
- #4 – Closest to the pin: Andrew Limoges, Hard Rock Hotel & Casino
- #9 – Long Putt: Steve Kerian, Liberty National Bank
- #13 – Long Drive Ladies: Judy Kellen, Greenburg Jewelers

DDCC TEAM AWARDS

First Flight

- 1st Place: Benstar Packaging – Brent Foxworthy, Tyler Lewis, Brian Wagner, Dave Welte
- 2nd Place: Gunderson's Jewelers – Breanne Demers, Jeffrey Demers, Brad Gunderson, Judy Kellen
- 3rd Place: Hoffman Agency/Christy-Smith Funeral Home – Dan Eckhoff, Curt Lessman, Josh Nichols, Alan Van Diemen

Second Flight

- 1st Place: Seaboard Triumph Foods – Dar Hunwardsen, Jay Sandy, Tori O'Connell, Shane O'Connell
- 2nd Place: Liberty National – Steve Kerian, Brad Knepper, Mike Patrick, Jamie Wankum
- 3rd Place: CMBA – Brian Crichton, Jeremy Craighead, Darin Moeller, Dan Munch

Third Flight

- 1st Place: WinnaVegas – Mayan Beltran, Mike Means, Michael Michaud, Sam Prue
- 2nd Place: Bass Advertising – Austin Bass, Bill Bass, Bill McArthur, Emily Morten
- 3rd Place: Thompson – Mike Hames, Brad Krommenhoek, Karen Kuehl, Shannon Vornhagen

GOOD EFFORT TEAM AWARD

Tyson Events Center/Spectra: Enzo Carannante, Meghan Carannante, Nate Miller, Bob James

SCCC FLAG PRIZES

- #11 – Long Drive Men: Wesley Orr, Sparklight
- #6 – Closest to the pin: Chad Bork, ServiceMaster of Sooland
- #18 – Long Putt: Dan Pilema, Riverside Technologies, Inc.
- #8 – Long Drive Ladies: Rebecca Thomas, Nor-Am Cold Storage



The Goosmann Law Office team was definitely crushing it at the Siouxland Chamber Golf Classic. Beth Trejo, Chatterkick, broke the heads off of three irons while a hard drive by Jeana Goosmann, above, split a ball in two.

SCCC TEAM AWARDS

First Flight

- 1st Place: HoChunk Inc. - Kenneth Blackhawk, Anthony Earth, Aaron LaPointe, Sky Aldrich
- 2nd Place: Kollman Appliance – Barb Caskey, Josh Caskey, Kent Kolbe, Bob Walker
- 3rd Place: Plumbing & Heating Wholesale – Jon Gerber, Brent Jager, Bryan Lems, Wes Rasmussen

Second Flight - \$200

- 1st Place: Great Western Bank – Matthew Downing, Aaron Gehling, Michael Hixson, Brandon Krotz
- 2nd Place: McClure Engineering – Wes Hinnah, Brett Langley, Bryant Likness, Michael Washburn
- 3rd Place: Kelly Construction/Kyle Kelly, Kruse Chiropractic/Josh Kruse, SC Symphony/Travis Morgan, Stanley Alan Foods/Stam Sherman

Third Flight - \$100

- 1st Place: HR Green – John Byrnes, Susan DeWitte, Spero Vlahoulis, Dawn Zahn
- 2nd Place: Olsson – Oscar Gomez, Rod Hanson, Matthew Smith, Jason Sulzbach
- 3rd Place: Hard Rock Hotel & Casino – Sean Bateman, Chad Pauling, Shannon Pauling, Dan Smith

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GOOD EFFORT TEAM AWARD

Goosmann Law Firm: Jeana Goosmann, Mandi Sievers, Beth Trejo, Chrissy Young

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Lions and tigers and bears (and squirrels) didn't keep the Ho-Chunk, Inc. team from earning top honors in the team awards in the Siouxland Chamber Golf Classic.



With blue skies and temps in the 70s, it was definitely a Siouxland Chamber of Commerce day alongside the river at Dakota Dunes Country Club.

Siouxland Chamber photos


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Host hangs up his headset

Isaac Quinonez ends stint on radio show 'South of the Border'

EARL HORLYK

Business Journal staff writer

SIoux CITY – Growing up the oldest of seven siblings in Guadalajara, Mexico, Isaac Quinonez would often listen to the music of great mariachi bands on the radio.

"My dad loves mariachi music and so do I," he said, smiling at the memory of mariachi musicians like Vicente Fernandez whose recordings were often heard over the airwaves. "We connected with the sound."

Sitting inside the control room at Siouxland Public Media, Quinonez, 42, was nostalgic about the love of music he shared with his dad, Luis.

Quinonez was also reflecting upon the 16 years he spent as host of the public radio station's popular "South of the Border" music program.

Since 2004, he has taken listener song requests from 8 p.m. to midnight every Sunday



Jesse Brothers, Sioux City Journal

Isaac Quinonez of "South of the Border" reflects on his 16-year stint as host of Siouxland Public Media's Spanish-language music request show. The native of Guadalajara, Mexico, who hosted his final program on Sept. 6, often drew listeners from across the Midwest and around the world.

night on 90.3 FM.

Quinonez hung up his headset as the host of "South of the Border" for the very last time on Sept. 6.

"I loved my time here," he said a few days before his last Siouxland Public Media broadcast. "It is time for me to start the next chapter of my life."

As a kid in Guadalajara, Quinonez never thought he'd someday move to the United States, or have a career in broadcasting, or even graduate from college.

It was his dad who encouraged Quinonez to begin a new life in America in 1997.

"I had just graduated from high school and was looking for a job in Guadalajara," he explained. "My dad, who was living in Sioux City at the time, suggested I move here since people made more money in America."

Indeed, Quinonez's younger brother was already living in Sioux City and attending school here.

"Even though I already graduated in Mexico, I enrolled in high school to pick up some credits and to improve," he said.

Before too long, Quinonez had earned a Mexican high school diploma, a diploma from Sioux City's North High School, and eventually a bachelor's degree in mass communications from Briar Cliff University.

It was while still in college that Quinonez attracted the attention of Siouxland Public Media's longtime general manager, Gretchen Gondek.

"The station has had locally produced Spanish-language programming ever since we went on the air more than 40 years ago," Gondek said. "Over the years, 'South of the Border' has had several different hosts."

Quinonez began co-anchoring a newscast segment on the show while performing other duties for the station.

When the regular host of "South of the Border" decided to leave, Gondek asked

Quinonez to be the replacement.

"I knew Isaac had the talent to do the job," the now-retired Gondek said. "He absolutely exceeded everybody's expectations."

One of Quinonez's most significant innovations was to increase the show's visibility in the community by DJing at public events.

That was appealing to Siouxland Public Media general manager Mark Munger.

"Our public station has a diverse and an amazing audience," he said. "Shows like 'South of the Border' allow us to serve an audience that isn't often catered to in commercial radio."

"Having such an exciting show like Isaac's enriches the station immensely," Munger continued. "'South of the Border' serves as a model in how to engage listeners."

For Quinonez, the greatest appeal of "South of the Border" is the music.

On any given Sunday, he can be getting requests all the way from Omaha; Worthington, Minnesota; and beyond.

"With social media and the Internet, we have the potential of being heard all over the world," Quinonez said. "That's been the biggest change over the past 16 years."

What hasn't changed is his love for radio as a medium.

"There is something wonderful about local radio because it reflects the flavor of a community," Quinonez said.

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A curator's life

EARL HORLYK

Business Journal staff writer

SIOUX CITY – As a little girl growing up in Buffalo, New York, Mary Anne Redding spent countless Sunday afternoons exploring the exhibits at the city's famous Albright-Knox Art Gallery.

"We'd go there after church," she said, smiling at the memory. "It was in the 1960s and there wasn't much else to do. So, my family hung out at art galleries."

Redding didn't mind it a bit. Indeed, being surrounded by great paintings, pottery and large-scale sculpture ignited her imagination.

When she got a bit older, Redding would take a train to New York, where she was exposed to the world-class exhibits featured at the Metropolitan Museum of Art and the Museum of Modern Art (MoMA).

"I've always associated art with exploration," she said. "Art will come alive if you let it."

This sense of art as an adventure suited Redding, who was, for many years, the creative director of the Turchin Center for the Visual Arts at Appalachian State University, in Boone, North Carolina.

Since July, she has been curator of the Sioux City Art Center, 225 Nebraska St.

Although she was raised on the East Coast and has worked throughout the country over the course of her career, Redding has strong ties to Siouxland.

"My aunt was Mary Ann Lonergan (a longtime art professor at Briar Cliff University)," she said. "I spent many summers in this area."

This gave Redding an appreciation of Midwestern art and artists, both of which she believes have been underrated.

"The East and West Coast tend to overshadow the middle of the country when it comes to art," she said. "However, the art of the heartlands is just as vital as other parts of the country."

Indeed, that is a large part of what an art center curator does.

Redding works with artists and art galleries to bring in exhibition shows. She then works with Art Center staff on ways to stage the pieces.

"A curator is a collaborator," she said. "You're working with a multitude of other people."

Which, of course, hasn't been easy in the age of COVID-19.

Redding admitted the novel coronavirus has forced all museums and galleries to rethink the ways they exhibit.

"Art galleries were moving towards utilizing digital platforms to a greater extent," she said. "COVID-19 made us move a whole



Jesse Brothers, Sioux City Journal

Raised in Buffalo, New York, and having worked across the United States, Sioux City Art Center's new curator, Mary Anne Redding, has strong ties to Siouxland. She is the niece of the late Mary Ann Lonergan, a longtime art professor at Briar Cliff University.

If you go

WHAT: Sioux City Art Center

WHERE: 225 Nebraska St., Sioux City

WHEN: 10 a.m. to 4 p.m. Tuesday, Wednesday, Friday and Saturday; 10 a.m. to 9 p.m. Thursday; 1 to 4 p.m. Sunday

COVID-19 RESTRICTIONS: Art Center visitors are asked to follow social distancing requirements as well as wear face masks inside the building.

ONLINE: siouxcityartcenter.org

lot faster."

In fact, the Art Center, along with the Sioux City Public Museum and the Lewis and Clark Interpretive Center, were closed for several months due to COVID concerns. All three opened their doors to the public on July 7.

Still, seeing great art online will never take the place of seeing it in person. Redding noted that while showing Grant Wood's Corn Room Mural in the Art Center's third floor.

"I think of art as being something visceral," she said. "It can excite you or, in the case of the Corn Room Mural, calm you down."

Over the next few months, Redding will be working on exhibits that will elicit passion.

For instance, one exhibit will emphasize photography as an art form, with examples of Native American life in the latter part of the 19th century and concluding with Black Lives Matter protests from earlier this summer.

Also of interest is "Moments of Joy," which will be on display now through October 11.

"This exhibit will help people to connect, cope and find happiness in the age of COVID-19," Redding said. "Coping with a public crisis is never easy. Artists have an uncanny ability to tune into emotions, go inward and create great works of art."

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Big message in bean field

Siouxland farmers plant tribute to nurses

MASON DOCKTER

Business Journal staff writer

ODEBOLT, Iowa – Dan Roeder holds the nurses of Northwest Iowa in high regard. Several of them are friends and neighbors in Ida and Sac counties, and when there's a farm accident, those nurses are there to help their friends and neighbors.

Ten years ago, his son Chase Roeder was hurt in a crash on the farm. A nurse who cared for him at the hospital in Ida Grove, before he was airlifted to Sioux City, was a family friend.

When that nurse got home, Roeder said, she cried after her husband asked how Chase was – she wasn't allowed to talk about it, but she was overwhelmed by the sight of the seriously injured boy, the son of a friend.

"We know these nurses, and we need these nurses, as farmers, you know, we get in fender benders," said Roeder, 52, a fourth-generation farmer who along with son Chase and several employees farms in Ida, Woodbury, Monona and Sac counties.

"Really, they (nurses) do a whole lot for us and everything, I mean all those hours, all the stress and everything," said Chase Roeder, 21.

Nurses had a tough spring and summer, when their hospitals were inundated with COVID-19. It was especially hard for nurses whose spouses are farmers.

"These nurses, these ladies, they were scared going to work, and they were scared of bringing something home. They're probably more scared coming home, they didn't want to pass it on to their husbands, because it was planting season," Dan Roeder said.

Despite the risks, the nurses didn't skip work to shelter at home. But at the same time, a farmer can't be quarantined



Photo by Brandon Aschinger

An aerial photograph of a soybean field planted by Sac County farmers Chase Roeder, Dan Roeder and Casey Friedrichsen is shown Sept. 4 southeast of Odebolt, Iowa, near the intersection of 360th Street and Ira Avenue.

for 14 days during the critical planting season – it would be ruinous. "That's just not an option, when you have to plant, you have to plant," he added.

Another nurse Roeder knows, who lives in the Schaller area and works at a Storm Lake medical facility, would cry on her drive home after work when the outbreak there got out of hand late this spring. She and her husband thought about living separately for safety's sake, but she was needed to help around the farm.

"She was somewhat joking, but she said she prayed half the rosary going to work, the other half coming home, that she wouldn't get the COVID," Dan Roeder said.

In April, Chase Roeder and Casey Friedrichsen (an employee who Dan Roeder described as their "farming partner" and "main guy") came up with an idea. They'd plant a great, big sign to celebrate nurses, in a soybean field southeast of Odebolt.

Dan Roeder fell in love with the idea when it was discussed



Tim Hynds, Sioux City Journal

Sac County farmers, from left, Chase Roeder, his father Dan Roeder and Casey Friedrichsen, stand at a soybean field where they planted a message of a heart emoji and the word NURSES southeast of Odebolt, Iowa. The farmers created the message by planting the letters with a later maturing variety of beans to make them stay greener longer than the background.

at a morning meeting.

The lettering would be a later-maturing soybean, which would remain green as the surrounding beans – a separate variety that matures earlier – turned yellow and dry.

Their high-tech farm machinery was capable of the project, but they needed some technical help. Other farmers have done comparable projects in the past (corn mazes, decorative crop circles and the like), but this was a first for the Roeders.

"I don't know the technology," Roeder said.

So they got in touch with Jerry Ullrich, a precision ag consultant at C & B Operations, a John Deere dealership in Ida Grove. Ullrich spent three hours drawing the letters out on a computer program, which sets boundaries where the machine puts seed and where not to put seed.

Friedrichsen, in charge of the planter, seeded the lettering first in the later-maturing bean, then cleaned out the machine and did a reverse-sweep, planting the other beans that would form the background.

"The first pass we made to make the letters, they were set as exterior boundaries, so it would only plant inside of those boundaries, and then we re-switched the field back to make those our interior boundaries, so then when we drove through them it wouldn't plant them," Ullrich said.

Part of the letter "R" had to be seeded by hand, but otherwise the technology worked flawlessly.

The Love Nurses message was largely invisible this summer, because both varieties of soybean, while immature, were an indistinguishable shade of green. But at the end of last week, the earlier beans finally ripened to perfection, leaving the green lettering distinctly visible from the air.

As the message began to emerge from the field late in the summer, neighbors grew curious.

"People would be driving by the field, and they wouldn't say it to us, but they'd mention it to someone else in town or wherever, if they knew us a little bit, and they were wondering, 'Did they spell something out in that field, or what's all those letters?'" Chase Roeder said.

Dan Roeder was initially worried the end result of his experiment wouldn't be satisfactory (he said he wouldn't have told anyone about it if it wasn't) – but the field-art project turned out about as well as he could've hoped.

"We're just so tickled the way it turned out, it's so crisp and clear," he said.

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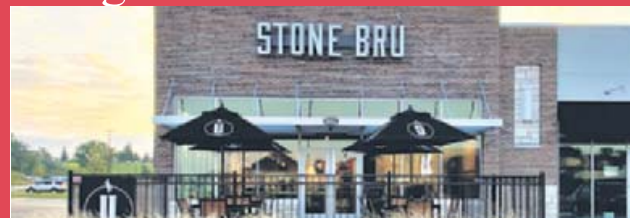


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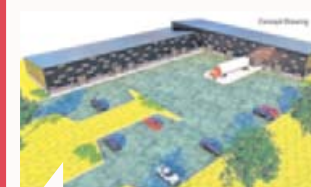
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