

# SIouxLAND BusinessJournal

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July 2022

## Gearing up

Sgt. Bluff preps  
for RAGBRAI

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expand  
specialty  
clinics**

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residents  
bike to  
work**


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**As we celebrate  
America's  
Independence  
on July 4th let's  
always remember  
our forefathers and  
those that have  
served our great  
country and let us  
renew our pledge  
to uphold national  
unity so that we can  
all live in peace and  
harmony!**



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# BusinessJournal

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**TIM HYND, SIOUX CITY JOURNAL**

## ON THE COVER

Sergeant Bluff RAGBRAI 2022 committee members, from left, Jessie Kneifl, Ron Hanson and Andrea Johnson are shown on Fourth Street in downtown Sergeant Bluff on June 20. The 2022 Register's Annual Great Bike Ride Across Iowa will begin on July 24 in the Woodbury County city.

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**Bruce Kalin**  
**HBA President**  
Kalins Indoor Comfort

## NEW HOMES LIFT UP OUR LOCAL ECONOMY



The benefits of new homes are numerous. The gains realized are not only for the buyers and the builder. The positive impact of new residential construction is far-reaching, bringing enhancements to families, businesses, and services throughout a community immediately and for years to come.

According to the National Association of Home Builders (NAHB), building 1,000 single-family homes generates 2,900 jobs across all U.S. industries (including construction, manufacturing, trade, and professional services). Home building also generates approximately \$189 million in wages and more than \$129 million in federal, state, and local tax revenues and fees.

The analysis shows the outsized economic impact the home building industry has on our economy, but what does that mean in our community's real, day-to-day lives?

According to an NAHB analysis of Consumer Expenditure Survey data from the Bureau of Labor Statistics, home buying generates a wave of additional spending and activity not accounted for in the home's purchase price alone. For example, during the first year after closing on the house, a typical buyer of a newly built single-family home spends on average \$9,250 more than a similar non-moving home owner.

It might not come as a surprise, but the differences in spending between new home buyers and those from identical households are related to property alterations and repairs. A typical new home buyer is estimated to spend almost twice as much (\$9,288) on property alterations and repairs compared to an identical household that stays put in a house they already own.

A closer examination reveals that most of this extra spending is used in building outdoor features, such as patios, pools, walkways, fences,

landscaping and various additions to the new house. The new home buyer will likely hire local companies for these services to help them regularly maintain their home.

All this economic activity puts income into the pockets of local business owners and their families, who can then afford to go out and spend themselves, investing even more money into the community's economy.

Families who buy newly built homes enjoy benefits including safety, amenities, energy efficiency, and floor plans to fit a modern lifestyle. But the advantages of new homes extend far beyond the buyers and the builders — residential construction has a positive, direct impact on the local community for years.

To learn more about the home-buying process or find a builders for your new home, visit [www.siouxlandhba.com](http://www.siouxlandhba.com).



# CNOS expands services

Deals allow specialists to bolster care at satellite clinics

**MASON DOCKTER**

Business Journal staff writer

**DAKOTA DUNES** – With one deal for a health care provider wrapped up and another in the works, CNOS is rapidly expanding the number of specialty services it provides and the number of specialists on its roster.

CNOS, a Dakota Dunes-based physician-owned specialty medical provider founded more than 20 years ago upon the merger of three predecessor specialty groups, announced an “alignment” last fall with Tri-State Specialists. The merger took effect Jan. 3.

Then, earlier this month, CNOS announced a deal with Midlands Clinic, also based in Dakota Dunes. The deal is expected to be final Jan. 1, with all eight of Midlands’ physicians staying with the combined firm. The Midlands clinic along Sioux Point Road and their cosmetic clinic on Sergeant Road in Sioux City also will continue operating, under the CNOS name.

As of Jan. 1, 2023, the CNOS group will consist of 45 physicians, 39 advanced-practice professionals (like physicians assistants and nurse practitioners), 19 physical and occupational therapists and 25 athletic trainers, CNOS CEO Nolan Lubarski said in an interview with the Journal. All together, CNOS will employ close to 400 employees by the time the Midlands deal is complete.

By way of comparison, CNOS had 30 physicians prior to the Tri-State Specialists deal.

Lubarski said CNOS’ growing stable of physicians and other colleagues will allow the group to bolster specialty services at its “satellite” locations, which are usually in hospitals in smaller communities where medical specialists can be hard to come by.

CNOS currently operates 22 satellite locations, where a given service may be offered to patients weekly, or bi-weekly,



CNOS CEO Nolan Lubarski is shown at the entrance to the medical practice's clinic in Dakota Dunes. CNOS, which offers specialty services that include orthopedics, neurology and sports medicine, completed a merger for Tri-State Specialists earlier this year and recently announced a deal with Midlands Clinic.

**TIM HYND, SIOUX CITY JOURNAL**

or monthly, in addition to its main office in Dakota Dunes and its facilities in Sioux City and South Sioux City.

“For us, integrating our businesses allows for a lot of scalability out in our satellite regions,” said Lubarski, who began his role at CNOS in February, 2018. “So it gives us some bench strength to be able to provide more services to the likes of Denison, or Fort Dodge.”

During the past few years, Lubarski said, CNOS has added around 10 satellite locations, all of which provided needed care, particularly for those in and around smaller towns who would have difficulty making regular trips to Dakota Dunes or Sioux City.

“What these business integrations have done, and what people look for in the rural areas, is to get these specialists to come out there, because it’s so difficult for people to find, and a lot of times people can’t drive,” he said.

Before the Tri-State merger, CNOS offered five broad categories of specialty care – orthopedics, neurology, neurosurgery, rheumatology and podiatry. The group added general surgery and dermatology from the Tri-State merger. At the time of the combination, Tri-State was in the process of recruiting a gastroenterologist, and as a result CNOS also got a gastroenterologist, who is set to start in August.

From the Midlands merger, CNOS will pick up more specialists in general surgery, dermatology and gastroenterology, plus bariatric surgery (for weight loss), wound care, breast health and cosmetic dermatology, which is a specialty within

dermatology.

Having so many of the region’s specialists under the same umbrella, Lubarski said, has another benefit.

“To bring the independent medical com-

munity together, to be able to learn from each other – so there’s a lot of really great clinical quality skills that these physicians have, that when you bring them together, everybody learns from each other,” he said.

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Above, a group of bikers are shown in front of the Cray Huff law offices in downtown Sioux City. At right, bikers enjoy breakfast at the Siouxland Chamber parking lot during the Bike to Work event on May 20.

SIUXLAND CHAMBER OF COMMERCE



SIUXLAND CHAMBER OF COMMERCE

A biker selects breakfast items during the Bike to Work event at the Siouxland Chamber's parking lot on May 20.

# Bike to work

Local event promoted biking in downtown Sioux City

SIUX CITY – On May 20, bicyclists flocked to the Siouxland Chamber's parking lot for the annual Bike to Work event.

The Chamber co-hosted the event with SIMPCO. Local residents were encouraged to ride their bikes to work or bike downtown and spend some time on the trails. Bikers could then grab a free hot breakfast at the Chamber.

Bike to Work Day, endorsed by the U.S.

Department of Transportation and promoted by the League of American Bicyclists, was part of a national effort during the month of May to highlight the benefits of bicycling. Those who registered were entered into a raffle for a chance to win prizes donated by local businesses.

Bicyclists also received a bicycle bracelet to get a BOGO deal at participating downtown restaurants.



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## ChamberAnniversaries

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

### 40 YEARS

#### Elastomer Engineering

David Brunkhorst  
Sioux City

### 25 YEARS

#### Agan Tri-State Drywall Supply

Dan Pick  
Sioux City

#### Multicare Health Clinic

Scott Sneller  
Sioux City

### 20 YEARS

#### Family Health Care of Siouxland – Indian Hills Clinic

Shanin McCabe  
Sioux City  
**ServiceMaster of Sooland**  
Scott Manley  
South Sioux City

### 15 YEARS

#### Jimmy John's – Morningside

Mary McCabe  
Sioux City

### 10 YEARS

#### Central Bank Morningside

Alysa Foster  
Sioux City  
**Elk Creek Animal Hospital**

Aaron Bessmer  
Sioux City  
**Ho-Chunk, Inc.**  
Lance Morgan  
Winnebago, Neb.

#### Pilot Travel Centers LLC

Kassi Schwier  
Sioux City

### 5 YEARS

#### ActionCOACH XL Edge

Linda Krei  
Sioux City

#### Live Well Home Care

Melissa Guthmiller  
South Sioux City

## RushHourConnect

### RHC DIVVY



On May 19, Divvy hosted the Siouxland Chamber's Rush Hour Connect at its Sioux City warehouse at 2503 Expedition Court. Pictured: Stan Sherman (speaking), Dave Jacobson (floor), Cody Senger, Jake Hovde, Jen Brinkman, Cissy Miller, and Stephanie Pettersson. Founded in 2004 as Value Recovery Services (VRS), the firm rebranded in 2014 as Divvy. Rooted in the reverse logistics industry, Divvy has grown to become one of the world's largest refurbishers and re-sellers of consumer electronics. Since 2013, Divvy has been a top three seller of television and audio products on Ebay, and are a significant partner to Amazon and Groupon, supplying their platforms with thousands of consumer electronic items annually.

## NewChamberInvestors

#### Taco John's

Sinda Reichelt

Sioux City

#### Taco John's/North Sioux

Sinda Reichelt

North Sioux City

#### Taco John's/Hamilton

Sinda Reichelt

Sioux City

#### Taco John's/Singing Hills

Sinda Reichelt

Sioux City

#### Taco John's/Gordon

Sinda Reichelt

Sioux City

#### Taco John's/South Sioux

Sinda Reichelt

South Sioux City

#### revv aviation

Roderick Kelly

Sioux City

#### Hope Street of Siouxland, 2nd location

Sara Johnson

Sioux City

#### Dunes Cheese Gal

Riley Sawyer

Dakota Dunes

#### Sioux City International Film Festival

Leslie Werden

Sioux City

#### Rundquist Linguistics Consulting Services

Maria Rundquist

Sioux City

#### Mechanics For Vets

Corey Duckett

Sioux City

#### Paychex HR

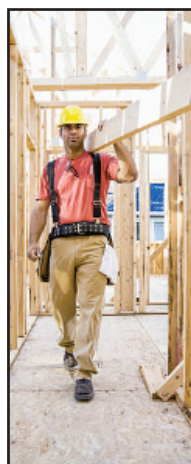
Andrew Erdman

Akron, Iowa

#### Green Thumb Commodities

Josh Rensink

Jefferson, S.D.



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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# RAGBRAI STARTING POINT



Sergeant Bluff prepares to kick off 2022 cross-state bike ride

JIM LEE, SIOUX CITY JOURNAL FILE PHOTO

The sun rises as RAGBRAI riders leave Sergeant Bluff on the morning of July 23, 2006. Sergeant Bluff will again be the starting point for this summer's RAGBRAI.



TIM HYND, SIOUX CITY JOURNAL

Sergeant Bluff RAGBRAI 2022 committee members Jessie Kneifl, center, and Ron Hanson listen as Andrea Johnson talks before a meeting June 20 at City Hall. The 2022 Register's Annual Great Bike Ride Across Iowa will begin on July 24 in the Woodbury County city.

DAVE DREESZEN  
ddreeszen@siouxcityjournal.com

The night before the opening day of RAGBRAI, over 9,000 tents will be pitched in a temporary campground next to the Sergeant Bluff swimming pool.

That's the equivalent of almost two tents for every one of the roughly 5,000 residents of the Woodbury County city.

As the starting point for the Register's Annual Bike Ride Across Iowa, Sergeant Bluff's population will temporarily swell by more than 25,000. The number includes over 17,000 registered bikers and thousands more support personnel who

follow along driving campers, buses and other vehicles.

Most visitors will start arriving in Sergeant Bluff on Saturday, July 23, in preparation for the first day of riding the next day.

Since late January, when RAGBRAI announced the overnight cities for the ride, local organizers have been working to welcome the visitors, lining up everything from food and housing to entertainment and porta-potties.

"It's hectic and stressful and chaotic, but it's all coming together," said Ron Hanson, a City Council member and the executive chair of the local RAGBRAI committee. "The volunteers are

stepping up and it's all starting to jell."

It's the second time the cross-state ride has started in Sergeant Bluff. Hanson, who also helped plan the first in 2006, some of this year's work has felt familiar. The familiarity has allowed Hanson to better help and guide other volunteers who are first timers.

"In 2006, we didn't know what to expect. Now 18 years later, we're having it again and it's exciting," he said.

Jessica Kneifl, another local RAGBRAI planning chair, was pregnant with twins during the 2006 ride. So, this is her first foray helping the community get ready for the ride.





JIM LEE, SIOUX CITY JOURNAL FILE PHOTO

RAGBRAI riders are shown in Sergeant Bluff on July 22, 2006, the last time the ride started in the western Iowa city.



TIM HYND, SIOUX CITY JOURNAL

A person walks along recently installed lighting fixtures on First Street on Monday in Sergeant Bluff. Organizers of the Register's Annual Great Bike Ride Across Iowa, announced that the 2022 ride will start in Sergeant Bluff.

"I love volunteering and I'm pretty excited...I think everybody is at the point where they're wanting to do something fun again and I think RAGBRAI is going to be one of those events," said Kneifl, whose specific focuses are on coordinating with volunteers, doing publicity and

lining up hospitality.

Over 100 local residents are volunteering for the event, helping with everything from the campgrounds to the beverage garden to traffic control to sprucing up the city's green spaces.

Hanson said the high-profile event gives Sergeant Bluff a rare



TIM HYND, SIOUX CITY JOURNAL

Bicycle wayfinding signs are shown Monday at the intersection of First and D Streets in Sergeant Bluff. Organizers of the Register's Annual Great Bike Ride Across Iowa, announced last weekend that the 2022 ride will start in Sergeant Bluff.

chance to show off the community to visitors from all 50 states and several other countries. If they like what they see, some may eventually decide to move here.

"I think it's just a great moment to make this side of the state shine," he said. "It's a great opportunity to show off what we

provide for amenities."

Sergeant Bluff officials are quick to point out that the entire metro Sioux City will benefit from the RAGBRAI kickoff.

Kristi Franz, executive director of the Sioux City Regional Convention & Visitors Bureau, anticipates RAGBRAI could have a

direct economic impact of \$3 to \$5 million on the tri-state region.

Franz said metro area restaurants, bars and retail businesses will see a "big uptick" in visitors during and leading up to the first day's ride.

"Also, you're indirect impact that comes from the suppliers of the goods and services that the hotels and restaurants offer to guests, so it's a big boom for the whole region," she said.

The selection of Sergeant Bluff marks the second straight year that the ride will start in Siouxland. Le Mars was chosen for ride's kickoff in 2020, but the event was cancelled due to the COVID-19 pandemic. Organizers kept Le Mars as the starting point of last year's ride.

For the 49th annual ride, riders will leave Sergeant Bluff the morning of July 24 and travel 53.2 miles before arriving in Ida Grove, the Sunday night stop. On Day 2, riders will travel through the towns of Bronson, Anthon and Battle Creek.

Other Northwest Iowa overnight stops include Pocahontas on Monday night and Emmetsburg on Tuesday night. The 462-mile ride will end in the Northeast Iowa city of Lansing.

The first RAGBRAI began in Sioux City in 1973 and was planned by a Des Moines Register feature writer/copy editor and a Register columnist. The debut had an estimated 300 riders and about 114 are believed to have made it across the whole state. A number of additional riders joined the ride on the leg between Ames and Des Moines. From there the ride ballooned in popularity.

Traditionally, dipping their tires in the Missouri River or another river when RAGBRAI starts and dipping them in the Mississippi River at the end. This year's starting dipping site will be at the Weedland Boat Access near Sergeant Bluff. Over the year, riders have made a point of dipping their tires in the Missouri River when RAGBRAI starts and dipping them in the Mississippi River at the end.



## RibbonCuttings

Photos courtesy of the Siouxland Chamber of Commerce



### JEBRO

Jebro recently celebrated its 50th anniversary. Pictured: Bob Cheever, Noel Schulz, Charity Wilt, Marci Huscher, and Rosie Barrera. Jebro manufactures, tests, and ships quality liquid asphalt materials from four terminals in Sioux City; Corson, S.D.; Cheyenne, Wyoming; and Waco, Texas. The liquid asphalt is typically supplied to contractors and public agencies for use in highway/street construction and the road maintenance industries. Jebro also has a division dedicated to collecting used oil, oil filters, antifreeze, and other petroleum in five nearby states.



### SIOUX CITY FENCE

Sioux City Fence recently celebrated its move to 309 W 26th St. Pictured: Cristian Greer, Delanee Greer, Scott Greer, Casey Greer, Emily Vanderfeen, and Chino (the dog). Sioux City Fence, which started in North Sioux City in 2013, is family-owned and operated. The new location allows clients to see the products they have to offer before they purchase.



### PUB 52

The Siouxland Chamber recently welcomed Pub 52 as a new member. Pictured from left: Ron Hanson, Sergeant Bluff Council, Erin Verdoorn (Taylor's sister), Andrea Johnson, Sergeant Bluff council, Eugene Verdoorn (Taylor's Dad), Kelly Selig (Taylor's Mom), Suttyn Truhe (Justin & Taylor's daughter), Taylor Truhe (owner), Justin Truhe (owner), Robin Beller (Justin's mom) and Denny Beller (Justin's stepfather). Pub 52, a local sports pub & grill in Sergeant Bluff, got its name from Sergeant Bluff being the first township in Woodbury County in 1852. The pub, which opened in January, holds events of all kinds for kids, families and adults.

  
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# RibbonCuttings

Photos courtesy of the Siouxland Chamber of Commerce



## KNOEPFLER CHEVROLET

Knoepfler Chevrolet recently celebrated its 100th anniversary by hosting a free food truck lunch for the community and a ribbon cutting ceremony with the Siouxland Chamber. Pictured from left: Ben Knoepfler, Charlie Knoepfler, Joe Knoepfler, Ellis Knoepfler, Ollie Knoepfler, Jim Knoepfler, Jackie Christerson-Knoepfler, Christy Kingdom-Knoepfler, Mary Ann Schultz, Rachel Diemer, Katherine Knoepfler, Nora Knoepfler, and Anne Knoepfler. The family-owned dealership, founded on May 1, 1922, began as a two-car, two-person operation in a 25-by-90 foot rented space. Today, Knoepfler Chevrolet, led by fourth-generation owners Ben and Joe Knoepfler, has hundreds of new and used vehicles, over 100 employees, and is located on a multi-building campus spanning across 7.5 acres in downtown Sioux City.



## JEFFERSON BEER SUPPLY

The Siouxland Chamber recently welcomed Jefferson Beer Supply as a new member. Pictured: Christopher P Tow (behind the register), (behind the ribbon from left), Andy McIntosh, Nicki Werner, Michaela Roark, Mayor Joe Bogenreif and Anthony Roark. Jefferson Beer Supply is a small batch production brewery and taproom in Jefferson, S.D. The brewer's "South Dakota" style of beer focuses on the stories, flavors, and ingredients that make where we live unique. You can bring your own food, find their schedule of food trucks online, get local delivery or enjoy their selection of locally-made snacks.



## CRUMB

The Siouxland Chamber recently welcomed Crumb. as a new member. Pictured: owner Jake Hawkins, Lexa, Ashton, Samantha and Caleb. The licensed home-based, bakery in Sioux City offers everything from cookies and cakes to pies and bread. The bakery recently won 2nd place at Siouxland Growth Organization's 2022 Innovation Market.



## RED'S ALL NATURAL

Red's All Natural recently celebrated five years at its North Sioux City location. The business is also a new Siouxland Chamber member and Dakota Valley Business Council member. Red's is a leading brand in a new generation of healthy, frozen food brands, making burritos, breakfast burritos and breakfast sandwiches.



**RibbonCuttings** Photos courtesy of the Siouxland Chamber of Commerce



## UNITYPOINT HEALTH MARKETPLACE

UnityPoint Health – Sioux City recently celebrated the opening of its new location, UnityPoint Clinic – Marketplace, in the former Shopko building at 3035 Hamilton Boulevard. Pictured: Lorenzo Suter, president and CEO, UnityPoint Health – Sioux City; Jane Arnold, Regional Vice President of Ambulatory Operations, UnityPoint Clinic – Sioux City; Karen Iseminger, director, Clinic Operations, UnityPoint Clinic – Sioux City; Traci Statema, clinic administration, UnityPoint Clinic – Marketplace; Dr. Jeremy Granger, UnityPoint Clinic Pediatrics – Sunnybrook; Dr. Stephen Pallone, UnityPoint Clinic Family Medicine – Marketplace; and Jeanne Rasmussen, ARNP, UnityPoint Clinic Family Medicine – Marketplace. The new clinic, which includes 7,742 square feet of space, is home to family medicine and urgent care services.



## SIouxLAND PHILANTHROPY

Siouxland Philanthropy recently celebrated its new membership with the Siouxland Chamber. Pictured from left: Anna Heller, Sunrise Retirement Community; Summer Amman, Sioux City Art Center; Lynda Cruickshank, Security National Bank; Valerie Petersen, Food Bank of Siouxland and Jennifer Hart, Heartland Counseling Services. Siouxland Philanthropy brings professionals together to network around fundraising and philanthropy. The organization also encourages ethical fundraising practices, offers opportunities for continual training, and is a great resource for community-based fundraising events.

A hand holding a white card with the Siouxland Business Journal logo. The background is a blurred image of a person in a suit. To the left is a Ponies Express advertisement, and to the right is a Barkley Asphalt advertisement.

**Call Ethan Lear to have your business card featured here: 712-293-4324**



## RibbonCuttings

Photos courtesy of the Siouxland Chamber of Commerce



### DASHING DINNERS

The Siouxland Chamber recently welcomed Dashing Dinners as a new member. Pictured from left: Ali Gonzalez, Amy Daniels, Chef Jennifer Gonzalez, Todd Gonzalez, Max Gonzalez. Not pictured: Samantha Gonzalez. Dashing Dinners offers elegant catering and personal chef services for all occasions with customized menus to meet your budget and vision. The business also prepares "grab and go" weekly meals that come in three sizes, depending upon your needs.



### CHAPTER AESTHETIC STUDIO

Chapter Aesthetic Studio recently celebrated its grand opening and new membership with the Siouxland Chamber. Pictured from left: Daniela Farrell, Melissa Rogne, Stephanie Kuehl, Jane Olson and Ashley Derby. Chapter Aesthetic Studio is a leading aesthetic studio providing evidence-based, non-surgical cosmetic treatments for people who want to live in the "wow." Guests receive the latest aesthetic technology and the highest levels of expertise in the industry. The studio offers a full range of face, body and injectable aesthetic treatments.



### THE BEKINS LUXURY LOFTS

The Bekins Luxury Lofts recently celebrated its newly-renovated community room, fitness center, and fully-furnished loft and membership in the Siouxland Chamber. Pictured: Brandi Jorgensen, owner/broker J&M Real Estate Group and Property Management; Kim Leif, vice president; Elizabeth Acosta, HR director; Faith Acosta, Sr., property manager of Greater IA; Tom Kramer (holding scissors), porter/groundskeeper; Carroll Holtzen, maintenance supervisor of Greater IA; Josh Midland, porter/groundskeeper; Stephanie Eral, office coordinator; Abraham Torres, maintenance; and Stephanie Mohr, senior luxury and commercial property manager (holding scissors). The Bekins Luxury Lofts are located at 301 Wesley Way.



### LIMITLESS MALE MEDICAL CLINIC

The Siouxland Chamber welcomed Limitless Male Medical Clinic as a new member. Pictured from left: Jessica Bruckner, Shane Richardson, Terry Schrank, Sarah Jauer, Victor Beanum, Dan Malloy and Hanna Malloy. The men's health clinic treats hormone imbalance and deficiencies, sexual health and performance.





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