

Development

www.claytoncountyiowa.com



Defined

FY 2011-2012
1st Quarter

A Publication of the Clayton County Development Group

MISSION STATEMENT

The mission of the Clayton County Development Group (CCDG) is to enhance opportunities for the creation of wealth for the citizens of Clayton County, Iowa.

BOARD OF DIRECTORS

John Finley, President & Ag Rep.

James Feudner, Vice President

Bob Hauber, Treasurer & Bank Rep.

Chris Hopp, Secretary, Utility Rep.

Tom Blake, At Large

Lanny Kuehl, At Large

Brad Moorman, At Large

Beth Regan, At Large

Beth Snitker, At Large

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17TH ANNUAL DINNER A SUCCESS!

The Clayton County Development Group held its 17th Annual Dinner on Tuesday July 26th at Lady Luck Casino's The Lone Wolf in Marquette, IA. "All Aboard for a Brighter Future!" was the theme for this year's dinner.

The festivities began with rides aboard the Maiden Voyage with Captain Robert Vavra. The boat tours were followed by an excellent meal prepared by the staff at the Lady Luck Casino. After dinner, CCDG Director Darla Kelchen shared a brief presentation of CCDG's accomplishments for the past year and the many programs available through the office. Goals for the upcoming year were also shared and appreciation was expressed for the members of the Clayton County Development Group who make it possible for CCDG to accomplish so many wonderful things each year. During the past few weeks, CCDG has been working with the folks at KCRG TV9 to develop a commercial showcasing Clayton County. The completed commercial was unveiled at the Annual Dinner to rave reviews. This commercial will be shared with those who are interested in learning more about all of the wonderful ways to experience Clayton County. CCDG would like to say thank you to the numerous communities, business and people who volunteered their time to help make this project a success. To view the completed commercial, please visit our website at



CCDG Board Member Tom Blake, left, present Tourism Attraction of the Year award to Captain Robert Vavra, right, with Maiden Voyage Tours.

www.claytoncountyiowa.com or [facebook.com/claytoncountyiowa](https://www.facebook.com/claytoncountyiowa).

Awards and recognition were given to businesses, volunteers and communities exemplifying CCDG's mission statement. Receiving awards were: Industry of the Year Award: Pattison Sand Company in Clayton for their work on expanding their facilities to increase sand output; Community Betterment Award: City of Guttenberg for their partnership with the Guttenberg Riverfront Task Force, which made it possible to complete the marina project; Developer of the Year Award: Wes Heying for establishing a new housing subdivision in Monona; Volunteers of the Year Award: Gary Willie and Josh Funk for their help in updating Clayton County's industrial park photos; Entrepreneur of the Year Award: Kathy Josten, owner of Bridge Street Boutique in Elkader; Tourism Attraction of the Year Award: Captain Robert Vavra with Maiden Voyage Tours. Re-elected board members are Tom Blake, Consultant in Guttenberg, Beth Snitker with Allamakee-Clayton Electric Coop in Postville, and Brad Moorman, Ag Producer in Strawberry Point. Like to know more about what CCDG has to offer? Then please contact the CCDG office at 563-245-2201 or visit us on the web at www.claytoncountyiowa.com.



Passengers on the Maiden Voyage listen to Captain Robert Vavra share his knowledge of the Mississippi.

If you prefer to receive your issue by email, send your request to: ccdgd@alpinecom.net
We'll gladly add you to our mailing list!

AUGUST				MARK THESE EVENTS ON YOUR CALENDAR!
26th	Family Night in the Park	Guttenberg	563-252-2323	
26th	Rhythm on the River	Elkader	563-245-2770	
27th	Street Theatre - Hole in the Sock Gang	McGregor	800-896-0910	
27th	Abel Island Fly-In/Float-In	Guttenberg	563-252-2323	
27th-28th	Volga City Truck Cruise	Volga	563-767-3511	
28th	Chamber of Commerce Golf Outing	Strawberry Point	563-933-4417	
31st	Picnic by the River	Guttenberg	563-252-2323	
SEPTEMBER				
3-5th	Flea Market Under the Bridge	Marquette	800-896-0910	
3-5th	Good OleSummertime Celebration	McGregor	800-896-0910	
4th	North Buena Vista Community Celebration	North Buena Vista	563-870-4605	
11th	Music in the Park - Bluegrass	Volga	563-767-3511	
11th	St. Mary's Fall Festival	Guttenberg	563-252-2323	
16-18th	30th Annual Farm Antique Show	Elkader	563-245-2770	
17th	14th Annual "River Park Cruisers" Car Show & Dance	Guttenberg	563-252-2323	
17th	Railroad Days	Marquette	800-896-0910	
17th	Moonlight Hike	Effigy Mounds	563-873-3491	
17th	Osborne 5K Off-Road Fun Run/Walk	Osborne Center	563-245-1516	
17-18th	Motor Mill Historic Site Tours	Motor Mill	563-245-1516	
23-24th	21st Annual Germanfest	Guttenberg	563-252-2323	
23-24th	Buddy Bass Fishing Tournament	Guttenberg	563-252-2323	
24th	Street Theatre-Hole in the Sock Gang	McGregor	800-896-0910	
24-25th	Fall-der-All Days	Froelich	563-536-2841	
29-30th	Opera House Fall Musical, <i>Working</i>	Elkader	563-873-2378	
30th	Red Hat Day	Elkader	563-245-2857	

“RELAX AND ENJOY CLAYTON COUNTY”

View the **NEW Clayton County commercial** to discover all the unique ways to experience Clayton County! Visit claytoncountyiowa.com and look under the 'Videos' menu on the right side of the homepage or check it out on our Facebook page at facebook.com/claytoncountyiowa and click on the 'Videos' tab.

CCDG HONORS PATTISON SAND COMPANY



CCDG Board Member Tom Blake, left, with Bernard and Arnetta Pattison, center and Beth Regan, right, of Pattison Sand Company, accepting the Industry of the Year Award on behalf of Kyle Pattison.

Pattison Sand Company was awarded Industry of the Year at CCDG's Annual Dinner on July 26th. Over the last five years, Pattison Sand has overcome many challenges and struggles to expand their facilities to increase their sand output. The company produces industrial, or fracturing, sand that is used in the oil and natural gas industries. The majority of sand is shipped by rail, either from Clayton, IA or Prairie du Chien, WI.

For many years, the sand mine was used as a storage location for grain and fertilizer. In 2005, Pattison Sand decided to pursue opening the mine for Frac Sand production. After three years of research and development, the mine was up and running in 2008. The company spent \$1 million for a new design, which the banks wouldn't finance because the designer could not give a process guarantee. Undeterred, Pattison Sand found another designer, paid them to design the plant again and agreed on a price of \$6 million for construction, only to have the company walk off halfway through the project. Pattison Sand found the silver lining in this dilemma when they discovered they now had the opportunity to begin improvements six months earlier than originally planned.

Pattison Sand employs approximately 180 employees and without their persistence and dedication, the expansion project would not have been possible. The mine operates 24 hours a day, 7 days a week, 365 days a year, with a weekly production rate of 275 to 310 rail cars per week. Each car weighs approximately 114 tons and by mid next year, Pattison Sand will be producing 400 rail cars per week.

Pattison Sand Company has worked hard to minimize the environmental impact of its operations through emissions monitoring, biological surveys and mitigation, reclamation of fill and excavation areas, erosion controls and recycling of waste materials, including water. The company is currently developing a new product which will be made from 95-100% of their by-product (or waste) material.

“FIND YOUR PLACE” SCAVENGER HUNT

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CCDG hosted a “Find Your Place” Scavenger Hunt for this year’s fair booth. The hunt was sponsored by the Chambers of Commerce from Edgewood, Elkader, Guttenberg, Marquette/McGregor, Monona and Strawberry Point and contained merchandise from several businesses throughout Clayton County, including Navy Rose & Co, McGregor; The Outlook Newspaper, Monona; Pikes Peak State Park, McGregor; New York Life Insurance, Garnavillo and Bunge, McGregor. Their assistance in promoting Clayton County is greatly appreciated. “Landmarks” for communities in Clayton County were strategically placed throughout the Clayton County Fair Grounds along with a

community sign and a bulls-eye. Each sign had a code word that corresponded with the community. Participants had to write the code words down on the answer sheet and return it to CCDG’s booth for a chance to win. For more information on our scavenger hunt, visit www.ClaytonCountyIowa.com, click on Tourism Attractions and then Clayton County Fair. The winner of this year’s basket was James Kann of Garnavillo, IA. CCDG extends a special thank you to this year’s fair booth volunteers who promoted the scavenger hunt at the Clayton County Fair and to Brandi Crozier and Bethany Reed who volunteered their time to assist with planning and preparing for the scavenger hunt.

We look forward to seeing you at the fair next year for another fun filled trivia game!



James Kann of Garnavillo is shown accepting a gift basket valued at over \$300.

TURKEY RIVER WATER TRAIL DEDICATION



Signs are now posted for the Turkey River Water Trail! A dedication for the Trail took place on July 13th at the Gilbertson Nature Center in Elgin, IA. The trail includes 40.9 miles of water on the Little Turkey and Turkey Rivers and is also a part of the Turkey River Recreational Corridor (TRRC). The TRRC will eventually link the communities of Clermont, Elgin and Elkader with not only a water trail, but also hiking and biking paths. The 98-mile Turkey River Water Trail begins on the Little Turkey River at Gouldsburg Park in Fayette County, merges with the Turkey River near Eldorado, and flows southeast through Fayette & Clayton counties toward the Mississippi River. The water trail features beautiful scenery and numerous historic landmarks. For more information on the TRRC, please visit www.turkeyrivercorridor.com.

START YOUR SMALL BUSINESS ENTREPRENEUR TRAINING

Are you considering a new business venture but not sure where to start? Or are you interested in expanding an already established business? Then Start Your Own Business training is for you! Attend an eight week course, facilitated by Don McGrane with Manchester SCORE, to learn how to build your own team, protect your ideas, handle finances, and make use of marketing and advertising. Guest speakers will be at each class so you hear first hand from the experts in their fields. Classes will be held on Wednesdays from 6:00-8:30pm at the Franklin Hotel in Strawberry Point. **Pre-registration is required as class size is limited!** Cost for all eight classes is \$40. Please contact the Clayton County Development Group at 563-245-2201 or ccdg@alpinecom.net to register.

DREAM BIG, GROW HERE GRANT CONTEST



Are you a small business with a big dream? Then submit an application to the Dream Big, Grow Here contest! You could win up to \$5,000 to fund your small business dream! Participants must employ 2 to 40 full-time employees and be based in Northeast Iowa. Both for-profit and not-for-profit businesses qualify. For more information or to fill out an application, please visit www.dreambiggrowhere.com. **Application deadline is September 2nd, 2011.** Regional winners will be entered in the statewide competition for a chance to win a total of \$10,000 to fund their dreams! **ENTER TODAY!**

NEW LABORSHED ANALYSIS

In July 2011, the Clayton County Development Group, in association with Northeast Iowa Community College, Northeast Iowa Business Network, Alliant Energy, Allamakee-Clayton Electric, Upper Explorerland, and Black Hills Energy, released a new Laborshed Analysis for Clayton County. A Laborshed is defined as the

area or region from which an employment center draws its commuting workers. The Laborshed analysis addresses a variety of different issues, including underemployment; the availability and willingness of current and prospective employees to change employment within the workforce; current and desired

occupations, wages and hours worked; and distance willing to commute to work. To view a copy of this Laborshed Analysis, please visit our website at www.claytoncountyiowa.com and click on Jobs, Jobs, Jobs in the left-hand menu, or stop by our office at 132 S Main St in Elkader, IA.

NEW SCENIC BYWAY SIGNAGE NOW INSTALLED!

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The Clayton County Development Group, along with the counties of Allamakee, Buchanan, Fayette, Howard and Winneshek; and Northeast Iowa Resource Conservation and Development in partnership with the Iowa Byways Sustainability Project, have collaborated and designed new signage for the River Bluffs Scenic Byway in Northeast Iowa. These signs are now up in Clayton County! Look for them along Highways 13 and 18. This partnership is also working to gather and update information to be incorporated into a new Scenic Byway website for the State of Iowa. For complete details and information about the River Bluffs Scenic Byway, visit: www.northeastiowarcd.org.

UMGC GRANT APPLICATION DEADLINE: AUGUST 31

Applications for the 2011 UMGC Grant must be received in the Upper Mississippi Gaming Corporation office by 5:00 PM on August 31st. The original, plus 10 copies (for a TOTAL OF 11 COPIES) is required for submission. Mail applications to PO Box 208, McGregor, IA 52157 or drop them off at the UMGC office at 1118 Main St in McGregor. UMGC awards must be spent within 1 year unless a request in writing for an extension is granted, or funds must be returned to UMGC. Applications are available online at umgcgrants.org.

NEW FARMERS MARKET SIGNAGE

Look for the new Farmers Market signage popping up all over Clayton County! The signs were part of a project that was funded by Northeast Iowa Food and Fitness coalition in an effort to provide universal signage for farmers markets across the county. For more information on Clayton County farmers markets, please visit www.claytoncountyiowa.com and click on Agricultural Opportunities, Farmers Markets in the left hand menu.



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Inside this "Development Defined" issue: CCDG 17th Annual Dinner; Calendar of Events for August, September; Clayton County Video; CCDG Honors Pattison Sand; Clayton County Fair Scavenger Hunt; Turkey River Trail Dedication; Entrepreneurial Training; Dream Big, Grow Here Grant; Laborshed Analysis; River Bluffs Scenic Byway Signage; UMGC Grant; New Farmers Market Signage