

# SCGO



## SIoux CITY GROWTH ORGANIZATION

## ANNUAL REPORT 2009

*To inspire every generation to create a positive impact on the future of our community, promote promise, and show appreciation by bringing together voices for the common good, developing leaders and taking an active role.*

### progressive & innovative

The Sioux City Growth Organization (SCGO) was founded in 2002 by a group of young motivated individuals resolved to make a difference in Sioux City. Through determination and leadership, SCGO has set the standard for Young Professional Groups in the state of Iowa and continues to raise the bar through community enhancement and promotion.

#### BOARD OF DIRECTORS:

- Matt Campbell, President  
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- Dawn Draube, Vice President  
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*St. Luke's Health System*
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#### ADVISORY BOARD:

- Steve Avery, Craig Berenstein,
- Dave Berenstein, Jim Johnson,
- Dale McKinney, Regina Roth,
- Bob VanderPlaats,
- Beverly Wharton, Cindy Waitt

### LOOKING BACK AT 2008 ...

2008 was a year of change and growth for the Sioux City Growth Organization. Around every corner, we found new opportunities to increase our impact and engage new friends. Propelled forward by our shared goal to make Siouxland an even better place to live, work and raise our families, SCGO stepped into 2008 ready to work.

We found many opportunities to partner with local businesses and community agencies on progressive and innovative ways to improve the quality of life in Siouxland. From creating an opportunity to engage the physician residents in our community to taking the next step with Sculpt Siouxland and creating a new entity

that allows the entire community to get involved, every event and undertaking was possible because of the time, dedication, and passion of our young professionals.

The diversity of our membership continues to be our biggest asset as an organization and provides us with unparalleled strength in moving forward one step at a time.



**SHELBY KRUSE**  
2008 SCGO President

### LOOKING AHEAD AT 2009 ...

2009 will be a great year for Sioux City GO!!! We have already had and have already planned some exceptional events that have connected our members to the community and to each other. We are going to build a stronger connection to our local colleges this year. We want to give our talented graduating seniors access to a network of professionals and offer them reasons to consider Sioux City for their future. The current scenario of the schools working so hard to bring these young people to Sioux City only to see other states take them away has to stop. SCGO is going on the offensive to further the work done by our local schools.

offering assistance and guidance when we can.

A well known member of this community told me that "Sioux City GO has more credibility and respect than we may think we do." This says a lot about the organization. We don't concentrate on our reputation, just our results and that gives us credibility. The economic development engines often use our name when describing Sioux City. We give Sioux City a competitive advantage over other towns because we have a strong young professional's network that is thriving and making a difference. We work hard to connect young professionals to



**MATT CAMPBELL**  
2009 SCGO President

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## SCGO LAUNCHES NEW WEBSITE

One of the biggest projects for SCGO's Marketing Committee in 2008 was the redesign of their website and members expect continued improvements for the next few years.

"The GO website was the original from when the organization launched in 2002 and it really was just informational," said Christie Finnegan, 2008 Marketing Chair. "The site needed a face-lift, but we also identified several functions we wanted to add to the site in order to make it a hub of information and interactivity for our members."

Thanks to the support of Bass Advertising, stage one which was an awesome new look and easy-to-use content management system was accomplished.

Discussions continue around other features wanted and needed for the website. Features like blogging capabilities, a members-only section,

a calendar that can send emails and track RSVP's and the list is longer than the budget allows. The task set before the Marketing Committee in 2009 is to create a strategic plan for the website that prioritizes the needs and budget of the site.

But for now...don't delay! Add [www.siouxcitygo.com](http://www.siouxcitygo.com) to your list of favorite websites now! And be sure to go there often to stay updated on GO's calendar of events.



## 2008-09 SUPPORTERS

In Appreciation to our 2008-09 Supporters:

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Siouxland Chamber Foundation  
Siouxland Magazine  
Quantus Printing

Thank you for all your support!

## SIOUX CITY T-SHIRTS STILL OUT THERE

Several Sioux City businesses continue to sell the themed t-shirts we created:

Bomgaars, Hoak Motors, Sioux City Convention Center and Viva

"We appreciate the support of these vendors in helping us promote our great community," said 2008 SCGO Marketing Committee Chair Christie Finnegan. "It is great to see there is still excitement about the t-shirts."

A portion of the proceeds SCGO makes on the sale of the shirts are given to other nonprofit organizations and causes that the group supports.



# CONNECT COMMITTEE – SCGO YEAR IN REVIEW – 2008

The Sioux City Growth Organization is dedicated to providing networking opportunities for young professionals in the Siouxland community. The members of SCGO are provided with various outlets and activities hosted throughout the year by the Connect Committee. The focus of the committee is to offer educational and fun events for members to participate in on a consistent basis. We want members to feel like they belong to an active group and that they obtain a wealth of knowledge from our YTRAP's (Young Talented Representatives and Professionals) and meet influential people that help them form relationships. A couple of ways the Connect Committee connects and educates is through regularly hosted Y-TRAP's, quarterly social events and unique experiences like tours of new businesses or behind-the-scenes opportunities. The committee is focused on providing SCGO members an opportunity to network with each other, but also to listen and create dialogue with professional leaders from our community.

The Connect Committee continues to find ways to reach out to the community and seek new leaders and organizations that influence our members. The future looks bright for 2009 with new Lunch-n-Learns, Socials and Y-TRAP events available to members of SCGO.

The following is a list of SCGO Connect events from 2008:

- January 2 Chili Cook-Off – MacBehr's
- February 12 YTRAP – The Market
- March 1 Freeze Fest – Strictly Social following Freeze Fest – Buffalo Alice's

- March 29 SC Musketeers Game with IA Bar Association Young Lawyers Division
- April 12 Sculpt Celebration – SC Convention Center
- May 7 Speed Networking – Interpretive Center
- May 17 Ping Pong Tournament – Zach Ganseborn's
- June 19 YTRAP – Wine Tasting with Tarini Wines – SC Country Club
- July 5 Saturday in the Park – Volunteers
- July 18 Golf Outing - Two Rivers
- August 10 Family Picnic – Lief Erickson Park
- August 13 YTRAP – Hospital CEO's - Kahill's
- August 14 Sculpt Tour Reception – 4th St. Bar & Grill
- September 16 Siouxland Medical Education Foundation Social – Family Practice Center
- September 19 Fridays on the Promenade – Volunteers
- October 18 Lewis and Clark Siouxland Marathon – Volunteers
- October 21 YTRAP - Meet the Council - Avery Brothers Sign Company
- November 1 Halloween Party/Chili Cook-Off – MacBehr's
- November 8 BCU/Morningside Football Tailgate - Morningside College – Recruitment Event
- December 4 YTRAP - Briar Cliff/SCGO Speed Networking – Recruitment Event
- December 18 Strictly Social Social – Miles Inn

The 2008 Connect Committee was chaired by Cari Kellen of the Diocese of Sioux City.



## CIVIC COMMITTEE

- St. Luke's College Lunch N' Learn – This was an opportunity for SCGO members to learn more about the College and the benefits it provides to the Sioux City Community. We had 15 members attend this event.
- Smoking Ban Lunch N' Learn – We invited a Planner from the City of Sioux City and a representative from the Public Health Department to discuss the new smoking ban. We had over 30 members attend this event.
- Game Night with the Council – This is an opportunity for members of SCGO to interact



- with City Council in a small group setting. Councilmen Rochester & Councilmen Rixner attended the event along with approximately 25 members from SCGO.
- Election '08 – Committee members provided candidate information leading up to the election.
- I-29 Reconstruction Project – The Iowa Department of Transportation began improving I-29 through Sioux City in 2008 near the Riverside Exit. The DOT has a plan to improve the entire corridor from Singing Hills Boulevard to the South Dakota border. SCGO hosted an evening for members with the District 3 Transportation Planner. A presentation was given to the members followed by an open discussion.

## GROWTH OF SCULPT SIOUXLAND LEADS TO BECOMING OWN ENTITY

Sioux City Growth Organization (SCGO) is pleased to announce that one of its projects, Sculpt Siouxland, is creating its own non-profit organization.

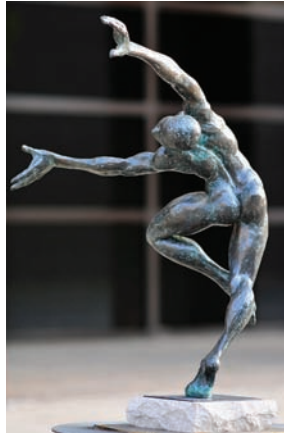
"Sculpt Siouxland has grown each year since SCGO started it in 2005," said Shelby Kruse, 2008 President of SCGO. "After much discussion and strategizing, we feel there are more opportunities for growth if the project acquires its own 501c3 status as Sculpt Siouxland, Inc. We are excited about what this means for the future of the annual public art display on Fourth Street."

Although SCGO will continue to strongly support Sculpt by its members serving on both the board and committee of the newly formed entity, the two organizations will operate separately. Prior to the submission of by-laws and articles of incorporation for Sculpt Siouxland, Inc., a board was formed including Jason Anderson, President; Lisa Kalaher, Vice President; Dee Polak, Secretary; Josh Sherer, Treasurer; and directors-at-large Al Harris-Fernandez, Amber Hodges and Terry Hoffman.

Anderson states, "By Sculpt Siouxland becoming independent of SCGO it allows the project to be driven by volunteers who are not just young professionals. It also enables SCGO to focus on its mission and Sculpt Siouxland, Inc. to focus on its mission of engaging and educating the public to the potential of art in public places through exhibitions and supporting materials and events."

There are 21 new pieces on exhibit in this year's Sculpt Siouxland tour along downtown Sioux City which will remain on display through May 16 when the pieces will be auctioned off at Sculpt Celebration. In addition, SCGO has purchased The People's Choice award winning piece each year adding to the 6 sculptures currently on permanent display.

For more information on Sculpt Siouxland, Inc. or if you are interested in joining the project's committee, please contact Jason Anderson at [janderson@warnergroup.net](mailto:janderson@warnergroup.net) or visit the website at [www.sculptsiouxland.org](http://www.sculptsiouxland.org)



## LOOKING AHEAD cont'd ...

each other, offering business and personal opportunities to our members. We also offer reasons to the young professionals of Sioux City to stay here and not move away.

SCGO is not all business though. I can assure you that this year will be fun and entertaining. We all live busy lives, and from time to time, we need a moment to let loose. We will continue to offer social events that bring us together and form crucial friendships with each other.

I'm not one for complicated, thought-provoking quotes especially when you consider that I think Will Ferrell may be the best actor ever, but I think this one sums up what this year will be like for SCGO: "The day Effective Leaders stop growing is the day they forfeit their potential." Let's keep up the good work!!

SIOUX CITY GROWTH ORGANIZATION  
PO Box 3565 | Sioux City, Iowa 51102  
[www.siouxcitygo.com](http://www.siouxcitygo.com) | [siouxcitygo@yahoo.com](mailto:siouxcitygo@yahoo.com)

## MEMBER EMPLOYERS

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