

WESTERN IOWA ADVANTAGE

Navigating the Waves of Housing Success



OCTOBER 9TH
2024

Sponsored By:



TODAY'S SCHEDULE

Registration 9:30-10:00 am



Welcome and Introductions and Background

- ◆ Theresa Hildreth, Calhoun County Economic Development Corporation
- ◆ Sara Slater, Audubon County Economic Development



Setting the Stage

Being ready with incentives, plans, developable lots, and partners.

- ◆ Abigail Gaffey, Community Development Specialist, Iowa State University Extension and Outreach



Brokering the Deal

Practical strategies, expert insights, and proven techniques to effectively negotiate deals, understand market dynamics, and achieve successful outcomes in housing.

- ◆ Matt Daniels, Director of Operations, Origin Homes
- ◆ Rita Frahm, Location Manager/Lender Iowa State Bank
- ◆ Dave Miller, Development Director, City of Rock Valley



Lunch and Keynote Speaker

Join the Director of the Iowa Economic Development Authority for an insightful session on the state's housing landscape and how collaborative efforts are addressing housing challenges

- ◆ Debi Durham, Director, Iowa Economic Development Authority & Iowa Finance Authority



Success Stories from Our Neighbors/Ask the Expert

Learn firsthand about effective strategies and innovative solutions that have led to positive outcomes in housing.

- ◆ Dawn Meyer, City Administrator, City of Manning
- ◆ Chris Deal, Developer, Jefferson
- ◆ Adam Schweers, Partner, Western Iowa Living
- ◆ Sara Slater, Executive Director, Audubon County Economic Development



Placemaking – Setting Sail to Success

Creating vibrant spaces that foster connection and enhance the quality of life for residents. By integrating principles of design, community engagement, and sustainable practices, to cultivate successful housing projects.

- ◆ Lorin Ditzler, Associate Director, Keep Iowa Beautiful
- ◆ Angela Duitsman, City Clerk, City of Fonda
- ◆ Amy Ziegler, Tourism Manager, Travel Iowa



Adjourn

TODAY'S SPEAKERS

Theresa Hildreth



Bio: Theresa Hildreth has been at the helm of Calhoun County's Economic Development since June 2023. With a rich background in state and county government, corporate marketing, and chamber leadership, she brings a wealth of experience to her role. As a dedicated small business owner at Martin Hildreth Company Inc., alongside her husband and son, Theresa leverages her real-world business experiences and wide range of contacts to drive development initiatives across Calhoun County. Her passion for volunteerism and event planning further enriches her commitment to fostering economic growth and community engagement.

Sara Slater



Bio: Sara Slater is the Director for Audubon County Economic Development and Tourism. Sara works on business retention and attraction, workforce, recruitment, quality of life, and housing efforts within Audubon County. Sara serves on Western Iowa Advantage, Western Iowa Tourism, and various community boards. Sara and her husband reside in Audubon with their three children. She enjoys traveling, spending time with family and friends, and exploring rural Iowa.

Abigail Gaffey



Bio: Abbie Gaffey has been a Community Development Program Specialist for Iowa State University Extension & Outreach since 2006. She received a B.S. in journalism and political science from Wayne State College in 1989 and an M.S. in Community Development from Iowa State University in 2013. Ms. Gaffey works as part of the Local Government and Housing Knowledge Team on a variety of statewide projects including the 3D Additive Innovative Technologies program, the Rural Housing Readiness Assessment Program, strategic planning, and organizational development. Prior to joining Extension, she spent 12 years as the City of Sioux City's Community & Economic Development Project Coordinator administering U.S. Department of Housing & Urban Development housing, neighborhood revitalization, and economic development programs. She has also previously worked in nonprofit organizational planning and as a newspaper reporter. Her other areas of expertise include historic preservation, grant writing, and municipal planning. In her off hours Ms. Gaffey also serves as a board member for numerous community institutions including Iowa Community Development, Siouxland Area Agency on Aging Senior Housing Board, the Community Housing Initiatives, Inc. Board of Directors, and the Iowa Housing Partnership Board of Directors.

Matt Daniels



Bio: Matt Daniels serves as the Director of Operations for Origin Homes, a custom homebuilder specializing in "build on your lot," single-family new construction as well as rural affordable homebuilding. In this role, he oversees all business activities including budgeting, managing trade partner relationships, profit and loss, staff supervision and customer relations.

A seasoned professional, Matt brings more than 17 years of residential construction experience and knowledge to Origin Homes. In his past roles, Matt has been Vice President of Operations and Project Manager for notable custom homebuilders throughout Iowa. Besides his work in the field, Matt's responsibilities included building and maintaining quality customer relationships through the entirety of the building process.



Rita Frahm

Bio: Rita Frahm, VP with Iowa State Bank in Holstein has been a community banker for +30 years. She is also the Ida County Economic Development Director. Rita and her husband Larry have two sons Noah, and Joshua.

Rita is a community lender and economic developer active in various innovative partnerships that assist in growing our region in northwest Iowa. Collaboration of business, government, non-profit, and volunteer organizations to enhance the vitality and opportunities available by leveraging of resources to increase educational & entrepreneurship opportunities, advanced manufacturing, agricultural, housing, and renewable energy projects.



Dave Miller

Bio: David Miller, Development Director with the City of Rock Valley, has served in this role since 2014. He also had a short role as the Rock Valley Chamber of Commerce Director, Zoning Administrator and Recreation Director prior to taking over the Economic Development role. David is a graduate of Ouedi and a Certified Business Retention and Expansion Coordinator. He was self-employed in the food and beverage industry prior to moving into public administration and is a life-long Yankees fan. David and spouse Lindsey have two children, Olivia and Lincoln.



Debi Durham

Bio: Debi Durham is a longtime economic and community development professional who serves as director of the Iowa Economic Development Authority (IEDA) and the Iowa Finance Authority (IFA). Durham was named to the position by Iowa Governor Kim Reynolds in January 2019.

Durham was first appointed to lead IEDA in 2011 and has turned the agency into a successful public-private partnership, landed billion-dollar economic development projects for Iowa and worked tirelessly to expand trade and investment opportunities for the state. She was appointed to lead IFA in 2019, when Governor Reynolds recognized an opportunity to further bolster Iowa's communities and economy by bringing together IFA and IEDA. Durham prides herself on building coalitions, supporting new ventures, and strengthening the state's industries and communities.

Prior to joining IEDA | IFA, Durham served as president of the Siouxland Chamber of Commerce.

Her several accolades include seven-time recognition as one of the "Most Influential Business Leaders" in the Des Moines Business Record Book of Lists. She has been named the Iowa Association of Business and Industry's "Manufacturing Champion," the Technology Association of Iowa's "Legislative Advocacy Leader," and the Iowa Restaurant Association's "Industry Champion." Durham also has been recognized by the Business Record as a "Woman of Influence" and received the Christian Petersen Design Award from Iowa State University's College of Design.

Durham holds a Bachelor of Science in Business Administration, Marketing and Management from Missouri Southern State University. She married her high school sweetheart, Joel, and moved to Sioux City in 1994. They have two children and four grandsons, who are their pride and joy. In her free time, Durham enjoys gardening and doting on her grandsons.



Dawn Meyer

Bio: Dawn Meyer is the City Clerk/Administrator in Manning, where she has served for seventeen years. She enjoys the challenges that come with working with City Government. Her favorite aspects of the job are project management and grant writing. Dawn also has served on a variety of local, regional and state boards over the years.



Chris Deal

Bio: Chris Deal is a farmer, engineer, and community leader from Jefferson, Iowa. After earning a mechanical engineering degree from Iowa State University, Chris's ventures have included teaching in inner-city Kansas City, starting international nonprofits, and rehabilitating several historic buildings in downtown Jefferson. In 2011, Chris started with MODUS Engineering, where he now serves as a partner. In 2016, Chris returned to his family farm to help co-manage the family business, Deal's Orchard. Chris and his wife, Tracy, have been married for 14 years and have three children.



Adam Schweers

Bio: Adam Schweers was born and raised in Carroll County Iowa and one of those Gen Xers that chose to remain close to home. More unique is the fact that Adam's education and professional career were not what most would call "normal".

His favorite quote is "I like to see a man proud of the place in which he lives. I like to see a man live so that his place will be proud of him".

His grit, desire to learn and focus on service above self, has allowed him to experience several positions in Entrepreneurship, IT, Public Service and Real Estate Development.



Lorin Ditzler

Bio: Lorin is a community development expert with 15 years of experience working with Iowa towns to realize their full potential. She has worked with city leaders and volunteers to fund and implement hundreds of community improvement projects, taking the process from idea to completion. Lorin has also led the creation of comprehensive plans, strategic plans and special issue plans for communities and organizations. She holds a Masters in Urban Planning, and certification from the American Institute of Certified Planners. She currently works as the Associate Director for Keep Iowa Beautiful, coordinating their "Hometown Pride" program, a state-wide effort to build cultural and economic vitality in Iowa's towns.



Angela Duitsman

Bio: Angela is a City Clerk for the City of Fonda with 10 years of experience. She is Iowa Certified Municipal Clerk and Iowa Certified Municipal Finance Officer. She has served on MIDAS Council of Governments board in Fort Dodge since 2021 and is currently the Vice President. She also serves on the Pocahontas County Economic Development board since 2015 and is Treasure on Fonda Hometown Pride Committee since 2015.



Amy Ziegler

Bio: Amy Zeigler is State Tourism Manager at the Iowa Tourism Office, part of the Iowa Economic Development Authority, where she elevates the image of Iowa and promotes national and international to the state. She developed the Iowa's first tourism industry strategic plan, oversees tourism marketing and connects with partners statewide on tourism initiatives. Prior to this role, Amy was the digital marketing manager for IEDA and focused on website development and strategy, digital advertising and email marketing for the department.

Amy is a lifelong resident of Iowa and grew up on a dairy farm in Northeast Iowa. She earned a degree in corporate communications and media studies from Buena Vista University in Storm Lake and now resides in Clive with her family. She enjoys reading, cooking and baking, home projects, spending time with her family, of course, traveling Iowa.

Hosts

western IOWA advantage™

