

THE CLARINDA CHAMBER CONNECTION

September-October 2025

70TH ANNUAL SOUTHWEST IOWA BAND JAMBOREE

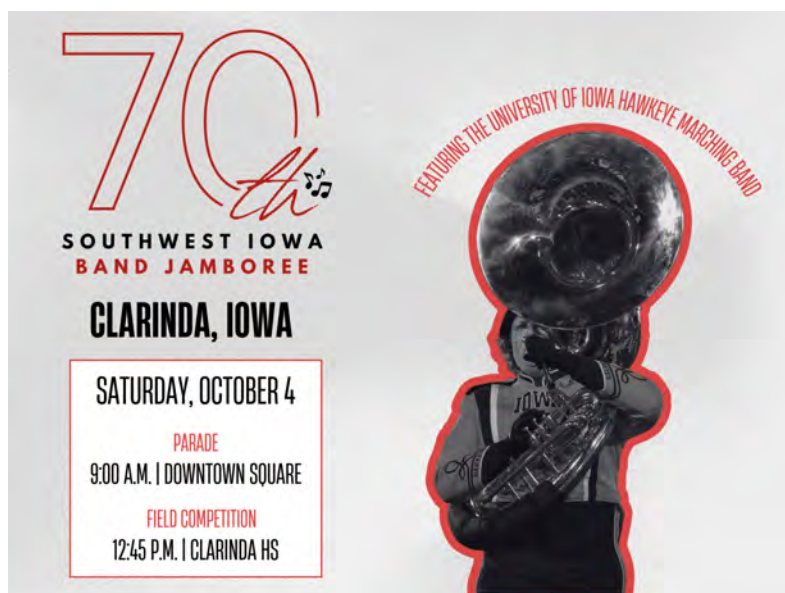
The 70th Annual Southwest Iowa Band Jamboree, Clarinda's longest-running musical event, is scheduled for Saturday, October 4. The parade begins at 9 a.m. around the Clarinda Downtown square with over 45 bands from high school and middle school bands across Iowa, Missouri, and Nebraska. This event draws more than 2,500 students, parents, and spectators to Clarinda for the day-long festival.

Field activities begin at 12:45 p.m. at the Clarinda High School Football Stadium, starting with a flag-raising ceremony led by the American Legion Sergy Post No. 98. Admission is \$5 for adults and \$3 for students.

Following the ceremony, the University of Iowa Hawkeye Marching Band will take the field for their exhibition performance. After their performance, parade awards will be announced.

The Clarinda High School Marching Band will then present their exhibition show, leading into the afternoon field competition. The event will conclude with an awards ceremony at approximately 6:00 p.m.

This year's Southwest Iowa Band Jamboree Chairperson is Katy Ridge, and Vice Chairperson is Julie Murren. The Southwest Iowa Band Jamboree is co-sponsored by the Clarinda Chamber of Commerce, the Clarinda Community Schools, and the City of Clarinda.



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CALENDAR OF EVENTS

SEPTEMBER 8-19

Chamber Retail & Promotions Scavenger Hunt

SEPTEMBER 18

SBDC Lunch & Learn

OCTOBER 3

Clarinda Cardinal Homecoming

OCTOBER 3-5

Fall Gun Show

OCTOBER 4

70th Annual Southwest Iowa Band Jamboree

OCTOBER 11

Cardinal Fund Event

OCTOBER 11-12

14th Annual NVHM Cemetery Walk

OCTOBER 18

66th Annual Clarinda Craft Carnival

OCTOBER 24-26

Pulley's Indoor Flea Market

OCTOBER 25

Clarinda Ghost Walk

OCTOBER 25

Clarinda PTA Adult Prom

OCTOBER 29-30

PEC Holiday Showcase

BOARD OF DIRECTORS

President.....Beckie Finch, JB Parts & Supply/NAPA
First Vice President.....Taylor Stansbury, Nordland Insurance Agency
Second Vice President.....Maggie Brown, Clarinda Regional Health Center
Associate Vice President.....Luke Cox, Clarinda Community Schools

BOARD MEMBERS

Whitney Beery, Bank Iowa
Amber Cabeen, First Interstate Bank
Julie Fast, PCSB Bank
Tammy Horn, Walker-Merrick-Billings Funeral Chapel
Courtney Morrison, Clarinda Flower Shop
Adam Samuelson, Foreway Meat & Grocery
Cole Sunderman, Cornerstone Bank
Baillie Warren, Hy-Vee Food & Drug Store
Josh Wyman, Shore Motor Co.

Chamber Executive Director.....Elaine Farwell
Administrative Assistant.....Delanie Dykes
Part-time Assistant.....LaKinzie Wallace

Chamber Connection is published bi-monthly by the
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Director's Corner

BY ELAINE FARWELL,
CLARINDA CHAMBER OF COMMERCE EXECUTIVE DIRECTOR



As we move into a busy and exciting fall season, I'm thrilled to share the many events and activities that highlight the spirit of Clarinda.

We are kicking things off with the Chamber's newest Community & Retail Promotions (CRP) Scavenger Hunt, running September 8-19. This fun activity invites participants to discover clues at our CRP member businesses and find the beautiful Clarinda cardinal for a chance to win prizes. It's a wonderful way for all ages to enjoy our community while supporting the local businesses that continue to invest in Clarinda.

Clarinda is fortunate to host some of the region's most notable annual traditions. The 70th Annual Southwest Iowa Band Jamboree will take place on October 4, and we are honored to welcome the University of Iowa Hawkeye Marching Band for a special performance during the afternoon field competition at 12:45 p.m. at the Clarinda High School Football Stadium. This event remains a shining example of community partnership, made possible through the collaboration of the City of Clarinda, Clarinda Community Schools, and the Chamber of Commerce. A special thank you goes to Chairperson Katy Ridge for her dedication to this incredible celebration of music and tradition.

Later in October, on the 18th, the 66th Annual Clarinda Craft Carnival will welcome thousands of visitors and feature more than 480 booths across five venues. This event would not be possible without the hard work and commitment of Chairperson Kerry Preble and the Craft Carnival committee members comprised of Isabelle Allen, Bonnie Andres, Whitney Beery, Danae Davies, Teal Driscoll, Delanie Dykes, Craig Hill, Tammy Horn, Jennifer McCall, Heather Murphy, Taylor Stansbury, Suzi Stanton, Kristin Wagoner, LaKinzie Wallace, and Amanda Welsch. Their efforts continue to make this day one of Clarinda's most treasured traditions.

I'm also proud to share that the Chamber was recently awarded a \$2,000 grant from the Clarinda Foundation to purchase 28 new downtown flower planters. These planters have received wonderful compliments throughout the year, and we are truly grateful to the Clarinda Foundation for their generosity in helping us maintain a beautiful and welcoming downtown.

Looking ahead, plans are underway for the 33rd Annual Lighted Christmas Parade on Friday, November 28 at 6 p.m. on the downtown square. This year's theme is "Christmas Through the Decades," and we are excited to partner once again with the Clarinda Kiwanis Club to bring this festive tradition to life.

Finally, I want to extend my deepest gratitude to all of our community volunteers. From major events to small details, your commitment ensures Clarinda continues to shine all year long.

Design and layout of The Chamber Connection provided by



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In the Spotlight

CLARINDA FIRE DEPARTMENT 150 YEARS OF SERVICE TO THE COMMUNITY

The Clarinda Fire Department will be celebrating our 150 years of service with an open house on October 11th, 2025, from 11:00 am-2:00 pm, at the Fire Station.

At the open house, we will have food for everyone — hot dogs, hamburgers, chips, water and donuts. We will be passing out fire prevention materials and smoke alarms for those families in need (2 per family). We will have a kids' water fight station set up, adults can try on the gear and use the fire hose, lots of fun things to do, also you can tour the station and check out all the trucks and equipment. A flyer with more details will be shared soon.

It is hard to imagine, when you stop to think about it and visualize 150 years ago and what the Clarinda Fire Department members had to work with and all the hardships they had to endure. We have old photos to be able to look at the equipment they started with and then watch the progress over the years, to me, it is just amazing. From the bucket brigades, to the horses and steam pumpers, to the motorized firetrucks, and each decade, the progress of the trucks and equipment jumped by leaps and bounds. The gear they were wearing was just basically boots, a coat, probably not fire rated by any means, and sometimes a helmet of some sort, no breathing equipment until later on down the road, some very brave people.

I started on the dept. in 1980, and the changes from then to now are so amazing, from the gear we wear and the equipment we use, to the trucks and vehicles we use. From the long rubber boots and gloves, and long coats to the leather boots and gloves and Nomex bunker gear. We have breathing apparatus that have communication systems in the facepiece, before, it just yelling to be heard. So many things have evolved, extrication equipment, air bags, ventilation fans, roof saws, and grain bin rescue tools. It has been a huge change from just when I started, it will be very interesting, just to see the future changes that will occur in my lifetime, I can't imagine the changes in another 150 years.

Roger Williams
Fire Chief





In the Spotlight

KMA BROADCASTING CELEBRATES 100 YEARS

KMA Broadcasting was founded by Earl May in August 1925. Located on 960 AM with a power of 5,000 watts, KMA was a marketing tool for May and his new Seed and Nursery Company.

The station has a deep tradition of serving the rural 4-state region we now refer to as KMAland. Earl's son Ed May continued the tradition of providing public service, information, and entertainment until his retirement in the 80s.

Ed May, Jr, along with his family, owned and operated KMA Broadcasting until selling the station in 2019.

The station is now owned by a group of nine local investors as KMAland Broadcasting LLC and not only includes the original KMA 960 AM, but also KMA 99.1 FM broadcasting at 100,000 watts of power.

In addition to connecting with KMAland over the radio waves, KMAland.com reaches tens of thousands of viewers every month.

For the last 100 years, the station has made a commitment to providing local news, ag information, sports, community events and so much more. In addition to local information, KMA is home to Kansas City Royals and St. Louis Cardinals baseball, Iowa State football and men's basketball and syndicated network news programming through ABC.

You can listen in 24/7 on 960 AM, 99.1 FM or streaming at kmland.com.



Front Row (L-R): Pam McGargill, Melonie Doyle, Judi (Doyle) Wischik, Pam Ditmars, Nancy Maher. Back Row (L-R): Jake McGargill, James Doyle, Bill Ditmars, Gregg Connell





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SBDC LUNCH AND LEARN

Join us for an informative panel discussion on Wednesday, September 18, from 11:30 a.m. to 1 p.m. at the Clarinda Lied Public Library on how Iowa is deploying \$96 million in federal funding to support small businesses, startups, and manufacturers through the State Small Business Credit Initiative (SSBCI). This critical funding, part of the expanded American Rescue Plan Act, is administered by the U.S. Treasury Department and guided by a strategic plan developed by the Iowa Economic Development Authority (IEDA).

The panel will feature key leaders and stakeholders in Iowa's entrepreneurial ecosystem:

- Anna Lensing, Innovation Team Lead, Iowa Economic Development Authority (IEDA)
- Adrienne Greenwald, Managing Principal, VentureNet Iowa LLC
- Micah Walker, Investment Analyst, InnoVenture Iowa
- Tricia Rivas, Customer Relations Coordinator, America's SBDC Iowa
- Audra Fisher (moderator or panelist), Manager of Customer Relations, America's SBDC Iowa

Together, we'll provide an overview of the four SSBCI programs available in Iowa, including a newly updated initiative designed to serve all small businesses, regardless of sector or stage. We'll also highlight the free technical assistance available to help business owners apply for funding, navigate requirements, and position themselves for long-term success.

CHAMBER BOARD OF DIRECTOR NOMINATIONS DUE

All Chamber members are encouraged to submit nominees to serve on the Chamber Board of Directors (2026-2029 term). Please have individual names to the Nomination Committee for consideration by Friday, September 12.

The Nominating Committee consists of Whitney Beery – Bank Iowa, Beckie Finch – NAPA/JB Parts & Supply, Tammy Horn – Walker-Merrick-Billings Funeral Chapel, and Adam Samuelson – Fareway Meat & Grocery.

CLARINDA HOMECOMING CELEBRATION

CHS Homecoming festivities will take place on Friday, October 3, with the Homecoming Parade kicking off at 2:00 p.m. around the downtown square. Immediately after the parade, the Pep Rally and Coronation Ceremony take place, also held downtown.

The Clarinda Chamber of Commerce Ambassadors and staff will once again join in the parade celebration. Local businesses are encouraged to get involved by entering a float! To participate, please contact Clarinda High School at 712-542-5167.

Cheer on the Clarinda Varsity Football Team as they take on Grand View Christian at 7:00 p.m.

Go Cardinals!



66TH ANNUAL CLARINDA CRAFT CARNIVAL

Mark Your Calendars for the 66th Annual Clarinda Craft Carnival!

Presented by the Clarinda Chamber of Commerce, the Clarinda Craft Carnival returns on Saturday, October 18, bringing with it a full day of handmade creativity and small-town charm!

Recognized as Iowa's Largest Handmade Craft Show, this event features over 475 booths from more than 225 talented crafters across Iowa, as well as Illinois, Kansas, Minnesota, Missouri, Nebraska, and Wisconsin. Booths will be located at:

- Clarinda Academy Gymnasium
- Clarinda High School Gymnasium
- Clarinda Lied Center Gymnasium
- Page County Fairgrounds – Cow Palace & Wibholm Hall

Event Hours: 8:00 a.m. – 4:00 p.m.

Admission: \$5 for adults | Free for children 10 and under

Free shuttle service will be available between all venues. Concessions will also be offered at each location.

Thousands of visitors travel to Clarinda each year for this exciting event. Planning for the carnival began in February, and it would not have been possible without the incredible efforts of our dedicated volunteers. A special thank you to the following Chamber volunteers for serving on the Craft Carnival Committee: Kerry Clark, Chairperson, Isabelle Allen, Bonnie Andres, Whitney Beery, Danae Davies, Teal Driscoll, Delanie Dykes, Elaine Farwell, Craig Hill, Tammy Horn, Jennifer McCall, Heather Murphy, Taylor Stansbury, Suzi Stanton, Kristin Wagoner, LaKinzie Wallace, and Amanda Welsch.

GHOST WALK

The Clarinda Ghost Walk will be held on Saturday, October 25, at 10:00 a.m. at the Clarinda Community Trail, located at 1140 East Main Street. This family-friendly event features local businesses and organizations handing out trick-or-treats along the walking trail, offering a fun and safe Halloween experience.

Businesses and organizations interested in participating are encouraged to contact Carson Riedel, Parks and Recreation Director at the Clarinda Lied Center, at 712-542-3841.



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CLARINDA COMMUNITY LITERACY PROGRAM

We are excited to introduce a new community initiative: Community Pathways to Access Literacy, or CPals. In cooperation with the Lied Public Library Foundation, CPals is working to build a community that identifies literacy as a pathway to strengthen relationships with oneself and others. Currently, Tammy Schaapherder is serving as the coordinator. Through input from various stakeholders, ways have been identified to enhance current programming and create community wide literacy initiatives. The focus will be in three areas:

- Improving access to literacy
- Providing education on various literacy issues
- Creating community wide engagement with literacy

Beginning the week of September 8, community members are encouraged to join us in a variety of literacy activities which will introduce many of the ongoing programs. A kickoff event will be held Saturday, September 13. Businesses will be



encouraged to participate by promoting the simple, but powerful message of "Let's Talk Books" as well as an opportunity to sponsor a classroom library. Instructions on how your business can participate will be coming soon.

Please reach out to Tammy at the Lied Public Library 712-542-2416 if you would like to be part of the community literacy initiative.



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COMMUNITY & RETAIL PROMOTIONS SCAVENGER HUNT

Get ready for some fun around Clarinda! The Clarinda Chamber of Commerce is hosting a Scavenger Hunt from September 8 through September 19. This is a great way to explore local businesses, support our Community & Retail Promotions members, and have a chance to win prizes.

Here's how it works: clues will be posted on the Clarinda Chamber Facebook page and website, each leading you to a CRP business in town. Once you're there, search for a hidden Cardinal inside. When you find it, snap a picture! Each photo you submit counts as one entry into the prize drawing.

Entries can be uploaded using the Google Form link provided or sent directly to chamber@clarinda.org. On September 22, 20 lucky winners will be randomly selected to receive gift cards to CRP businesses and Clarinda Dollars!

Don't miss this opportunity to enjoy some community fun and maybe even take home a prize.



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CHAMBER OPEN HOUSE/BUSINESS AFTER-HOURS

Please contact the Clarinda Chamber of Commerce if you would like to host an Open House. This is a great opportunity to invite the community and other area businesses to your business. The Clarinda Chamber's Ambassadors would be willing to assist in serving and welcoming your guests.

If your business is interested in featuring a Business After-Hours event, please contact the Clarinda Chamber office. This event is a social time for all Chamber members and their employees to relax and have fun. For more information, please contact the Chamber office at 712-542-2166.

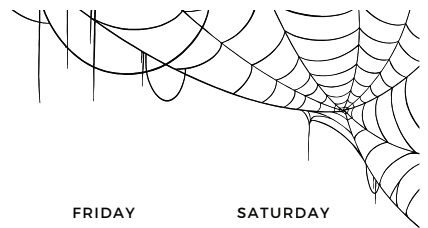
September



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1  Labor Day 	2	3	4	5	6
7	8 CRP Scavenger Hunt Begins 	9	10 Executive Meeting 12 p.m. @ J's Pizza	11	12	13
14	15 Christmas Parade Meeting 12 p.m. @ Chamber	16 Band Jamboree Committee Meeting 4 p.m. @ Chamber	17 Chamber Board Meeting 8 a.m. @ Chamber Craft Carnival Meeting 4 p.m. @ Chamber	18 SBDC Lunch & Learn 11:30 a.m. - 1 p.m. @ Lied Public Library	19 CRP Scavenger Hunt Ends 	20 Community Concert 2 p.m. @ Lied Public Library
21	22 	23 Ambassadors Meeting 10 a.m. @ Chamber	24	25	26	27 KMA 100 th Anniversary Open House 7 a.m. - 1 p.m.
28	29	30				



October



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3  CHS Homecoming Parade 2 p.m. Clarinda Fall Gun Show @ Wibholm Hall	4 70th Annual Southwest Iowa Band Jamboree 9 a.m. - Parade 12:45 p.m. - Field Clarinda Fall Gun Show
5 Clarinda Fall Gun Show @ Wibholm Hall	6 Community Concert 7 p.m. @ Lied Public Library	7 Band Jamboree Review Meeting 4 p.m. @ Chamber	8 Executive Meeting 12 p.m. @ Ice House	9	10	11 Cardinal Fund Event 14th Annual NVHM Clarinda Cemetery Walk 3 - 5:30 p.m.
12 14th Annual NVHM Clarinda Cemetery Walk 3 - 5:30 p.m. 	13  Indigenous Peoples' & Columbus Day	14 CRP Meeting 12 p.m. @ J's Pizza	15 Chamber Board Meeting 8 a.m. @ Chamber	16	17	18  66th Annual Clarinda Craft Carnival 8 a.m. - 4 p.m.
19	20	21	22	23	24	25 Pulley's Indoor Flea Market Clarinda Ghost Walk @ Clarinda City Park Clarinda PTA Adult Prom @ Country Club
26	27	28 Ambassadors Meeting 10 a.m. @ Chamber	29 Craft Carnival Review Meeting 4 p.m. @ J. Bruner's Partners in Exceptional Care Holiday Showcase	30 Partners in Exceptional Care Holiday Showcase	31 	



COMMUNITY & RETAIL PROMOTIONS

CLARINDA CHAMBER OF COMMERCE

SCAVENGER HUNT

SEPTEMBER 8 – 19, 2025

HOW IT WORKS

WATCH FOR CLUES

Clues are posted on the Clarinda Chamber Facebook page and website.
Each clue leads to a CRP member's business in town!

FIND THE CARDINAL

Visit the business from the clue and look for a hidden Cardinal inside.

SNAP A PIC

Take a photo of the Cardinal.

SUBMIT YOUR ENTRY

Upload your photo(s) using the Google Form link. You may also email your photos to chamber@clarinda.org. 1 photo = 1 entry

WIN PRIZES

We'll randomly draw 20 winners on September 22. Prizes include gift cards to CRP businesses and Clarinda Dollars!



Halftime Literary Lunch 11am
Fourth Quarter Finale 2pm



LITERACY ACTIVITIES **MAKE FRIENDS** **EARN YARDAGE AND WIN A PRIZE**



**PICK UP A PLAYBOOK AT THE LIBRARY SEPT. 8TH
MAKE YOUR GAME PLAN. EARN YARDAGE ALL WEEK.**



LUNCH & LEARN

September 18th

11:30 AM - 1 PM

Lied Public Library

100 E Garfield Street

Clarinda, IA 51632

Register:



<https://forms.gle/wQp9TKKzUugEp5id7>

Come learn about the
**\$96 MILLION
INVESTMENT**
to support small businesses,
manufacturers, and entrepreneurship!

A light lunch will be provided



VENTURENET IOWA



This project is being supported, in whole or in part, by a federal award number 21031-0015 awarded to America's Small Business Development Center (SBDC) Iowa by the U.S. Department of the Treasury.

Lied Public Library

End of Summer Outdoor Celebration

THE PLACE TO BE

Sept 20

Sat | 2PM

Performing

The Music of Lennon & McCartney

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2GETHER
BAND
a duo

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Band Day Breakfast

SATURDAY, OCTOBER 4

SERVING FROM 7:00 A.M. - 10:00 A.M.

- **BISCUITS & SAUSAGE GRAVY**
- **EGG CASSEROLE**
- **JUICE & COFFEE**



FREE WILL DONATION

All proceeds are given to Clarinda Lied Center's kids programs.

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**SOUTHWEST IOWA
BAND JAMBOREE**

CLARINDA, IOWA

— **SATURDAY, OCTOBER 4** —

PARADE

9:00 A.M.

DOWNTOWN SQUARE

FIELD COMPETITION

12:45 P.M.

CLARINDA HIGH SCHOOL STADIUM

FEATURING
**THE UNIVERSITY OF IOWA
HAWKEYE MARCHING BAND**





Community Concert

October 6th
7PM



Gladius

Clarinda Craft Carnival

Saturday, October 18, 2025

8 a.m. - 4 p.m.

Clarinda, Iowa



Iowa's Largest Handmade Craft Show

More than 475 booths!

**Free Shuttles & Parking at
each location:**

Page County Fairgrounds
Clarinda Academy
Clarinda High School
Clarinda Lied Center

\$5 Admission
10 & Under Free



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chamber@clarinda.org

Pulley's



Event Center

Pulley's Indoor Flea Market

505 E Glenn Miller Dr, Clarinda, IA 51632

October 24th - 26th, 2025



Event Hours:

- Friday, Oct 24: 12 PM - 5 PM
- Saturday, Oct 25: 8 AM - 4 PM
- Sunday, Oct 26: 8 AM - 2 PM



Booth Rental:

- 10' x 10' space (bring your own tables): \$30
- 10' x 10' space with 2 tables provided: \$50

LUNCH AVAILABLE ON-SITE!



Vendor Setup:

- Thursday, Oct. 23: 12 PM - 5 PM
- Friday, Oct. 24: Before 10 AM



Reserve Your Spot Today!

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CLARINDA CHAMBER OF COMMERCE HOLIDAY EVENTS

2025

SUPPORT LOCAL HOLIDAY CAMPAIGN - NOV. 10 - DEC. 14

- Chamber members asked to donate \$100 in gift certificates or Clarinda Dollars (\$10 increments)
- Shoppers earn 1 entry per \$10 spent (up to 10 per transaction)
- Double entries on:
 - Hometown Holiday Open House - November 20
 - Black Friday - November 28
 - Small Business Saturday - November 29
- Customers drop completed slips in the red mailbox outside the Chamber office
- Winners announced each Monday with the grand prize drawing on Monday, December 15

HOMETOWN HOLIDAY OPEN HOUSE - THURSDAY, NOV. 20

- 10:00 a.m. to 6:00 p.m. at your business
- Free opportunity to:
 - Showcase new holiday merchandise
 - Offer customer incentives
- Customers earn double registration slips (up to 20) for the Support Local Holiday campaign
- Marketing brochures will be printed and distributed to all participating businesses

33RD ANNUAL LIGHTED CHRISTMAS PARADE - FRIDAY, NOV. 28

- Co-sponsored by the Clarinda Chamber of Commerce and the Kiwanis Club
- Parade begins at 6 p.m.
- 2025 Theme: "Christmas Through the Decades"
- Snow/Rain Date: Nov. 29

18TH ANNUAL TASTE OF CLARINDA - THURSDAY, DEC. 4

- Taste of Clarinda runs from 4 to 6 p.m.
- Chamber members can enter a recipe for \$35
- Includes 300 printed recipe cards for your business to hand out with food samples
- Attendees sample food and collect free recipes from each participating business

CLARINDA CHAMBER HOLIDAY OPEN HOUSE - THURSDAY, DEC. 11

- Chamber Office (115 East Main Street) from 2-4 p.m.
- Refreshments Provided
- A thank you to members and volunteers - All are welcome to attend!