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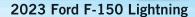




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On the cover



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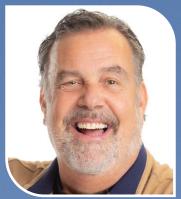
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## CHAMBER TEAM





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t's back to school season here in the tri-state area!

While we might have the small-town feel, our education system and opportunities are robust. In this fall Issue of Chamber Quarterly, we wanted to showcase the colleges and continued education options in our tri-state area. What a wonderful feeling to know that our children will have so many choices for education so close to home.

As a business advocate, the Dubuque Area Chamber of Commerce is excited to see the expansions and ideas created by these educators to help our community with the growth of opportunities for students to continue their education here, and to have the businesses for them to build their career upon.

We continue to applaud the businesses who have committed to working with the education platforms to further incentivize creative education and create workshops for continued education, and to welcome those to their companies.

The Dubuque Area Chamber of Commerce will continue to advocate, connect and educate for our members.

Molly Grover

President & CEO, CCE, IOM Dubuque Area Chamber of Commerce

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## Welcome

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## Welcome New Members





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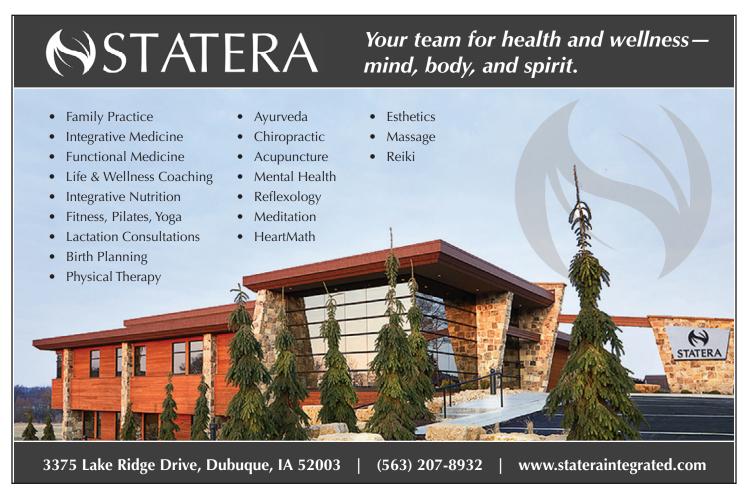




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## EDUCATING































## Academics are at the forefront as the back-to-school season returns

#### BY CHRISTOPHER STEINBACH

ubuque and the tri-states enjoy the benefits – educational, economic and cultural – that come from eight colleges, universities, community colleges and seminaries calling the region home.



The institutions include Clarke University, the University of Dubuque, Loras College,

Emmaus Bible College and Capri College, all in Dubuque; Northeast Iowa Community College in Dubuque and Peosta, Iowa; Divine World College in Epworth, Iowa; and the University of Wisconsin-Platteville. While they collectively offer much to the tri-States, each also has its unique strengths and characteristics. For anyone who is new to one of these institutions or unfamiliar with other the schools in the region, those strengths – and the way each is evolving – will come into focus as the academic year begins.





"This summer marked the official launch of UW-Platteville's collaborative Master of Physician Assistant Studies program," said Ben Jedd, the school's chief marketing officer.

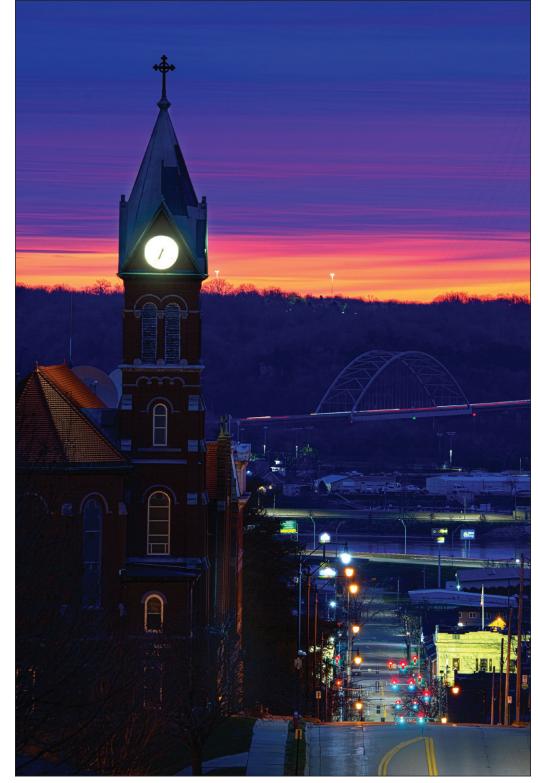
He said students in the program at UW-P, where the fall term began Sept. 5, will earn degrees through the University of Wisconsin-Madison's nationally recognized Master of Physician Assistant Studies program while remaining on the Platteville campus.

"The students are learning in newly renovated space on the first floor of Ullrich Hall, which includes a neuroscience lab, clinical exam room suite and dedicated lecture room with streaming video capabilities," Jedd said.

Faculty, staff, students and administrators are excited at Loras, which also is launching academic programs and partnerships in health sciences with other colleges and universities.

"We have done a lot to enhance our already strong academic offerings, particularly as they relate to the health sciences," said Arthur Sunleaf, vice president for student development dean of students at Loras, where the fall term began Aug. 21.

Mercy College of Health Sciences and Loras are partnering to offer a 3+1 program that provides an opportunity for students in four years to earn a Bachelor Arts or Bachelor of Science from Loras and a Bachelor of Science in Nursing through an accelerated pathway from Mercy. After completing their third year at Loras, students who meet admission requirements for Mercy will begin nursing coursework. Labs will be completed on Loras' campus and many clinicals will be delivered just blocks away at MercyOne Dubuque, an affiliate



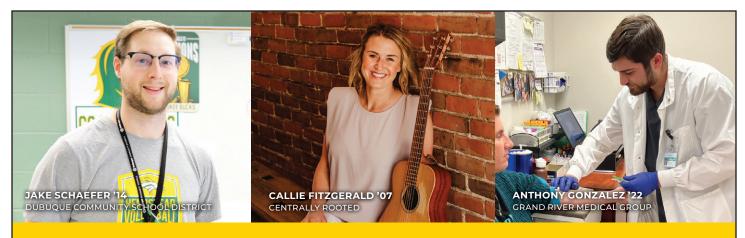
The sun rises behind the Loras College clock tower in Dubuque.



We have done a lot to enhance our already strong academic offerings, particularly as they relate to the health sciences.

Arthur Sunleaf, Vice President for Student Development Dean of Students, Loras College





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of Mercy College. Loras is accepting students for the 3+1 program in the fall. Mercy's first cohort for the BSN program will launch in May 2024.

Loras and St. Ambrose University signed five agreements to expand the growing partnership between the two institutions. The agreements will result in students earning undergraduate degrees at one college/university and a master's or doctorate degree at the other.

One of the agreements offers the opportunity for Loras students to earn a bachelor's and Doctor of Occupational Therapy degree in six years. Through this agreement, students would begin at Loras for their first three years of undergraduate coursework. If accepted to the OTD program, they begin their fourth year at St. Ambrose, earning their bachelor's degree from Loras at the conclusion of the fourth year, before completing the last two years of the OTD degree program.

The two institutions also have reached an agreement to offer a 3+2.5 Doctor of Physical Therapy program. Students will complete a bachelor's and a Doctor of Physical Therapy degree in five-and-a-half years. In addition, the agreement guarantees the top five Loras students interview



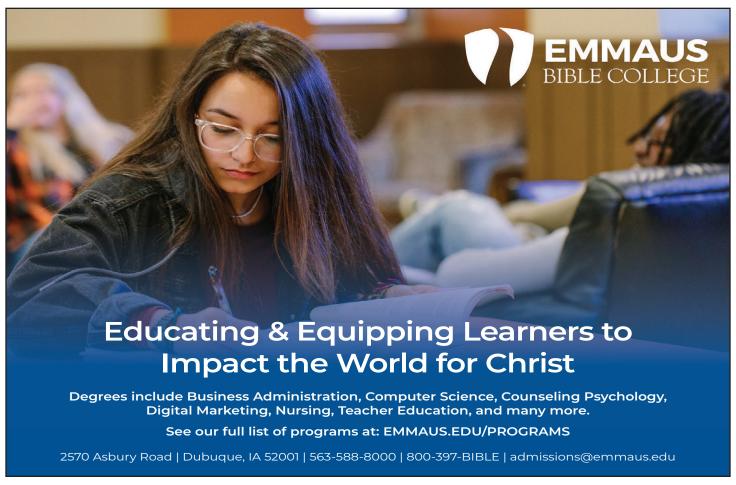
Northeast Iowa Community College in Dubuque.

with SAU's Doctor of Physical Therapy program.

"These partnerships are being made in response to what our community needs and what society needs as it relates to

health care," Sunleaf said.

NICC also is investing in the future with the community in mind. The school, which began its fall semester on Aug. 21, has completed extensive renovations



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to its Town Clock Business Center in Dubuque and its Peosta campus. The \$1.63M Town Clock Business Center project included three phases, starting with remodeling of restrooms in the lower and upper levels of the facility, followed by renovation of the restrooms, classroom and kitchenette areas on the main floor. The \$19.1M Peosta campus construction project included updates and improvements to classrooms, labs, learning and student support services, an updated cafe and atrium in the center of the building, as well as exterior improvements. Both projects were funded by a bond levy passed by district voters.

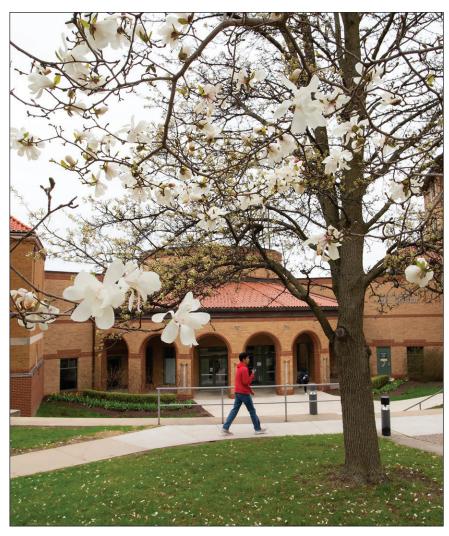
"The improvements to both facilities will greatly enhance the experiences for students, business partners and the community," said Kristi Strief, executive director of enrollment management at NICC.

Faculty, staff and administrators are planning for the future at Clarke. "Over the past year, many have come together to collaborate and reaffirm our mission and vision in the form of a strategic plan for the future success of Clarke," said Gayle Langel, the university's director of communication and creative. "While our community is still developing specific goals and actions as a part of this, we are already seeing the benefits of this forward-thinking approach. For example, we have placed a strong emphasis on student retention, which has led to investments in new and existing student resources like our Peer Mentoring program and Black Male Leadership Society. These engagement opportunities form deep bonds not only on campus, but throughout Dubuque."

Because of these and other efforts, one in three Clarke alumni choose to stay in the Dubuque area after graduation, Langel said.

At Divine Word College, administrators are proud of the diversity of their students, who come from many backgrounds, but study and learn together.

"We are truly a representative of what intercultural life can look like with many, many cultures living together peacefully and learning from each other and learning about each other's cultures and how we can all get along," said Sandra Wilgenbusch, the school's director of public relations. "On average, we have students



blooming crab apple tree frames a student walking in front of Robert and Ruth Kehl Center on the campus of Clarke University Dubuque.



The newly constructed Sesquicentennial Hall on the campus of University of Wisconsin-Platteville.



#### A student walks behind the University of Dubuque sign.

enrolled from 20 different countries."

Chad Cunningham, vice president for advancement at Emmaus Bible College, says the school might not be well known by everyone in its hometown, but that its impact in the world is great.

"We're the only bible college for the Plymouth Brethren in North America," Cunningham said.

The school has sent missionaries around the world.

"I don't think people understand how quietly impactful that has been in terms of evangelism," Cunningham said.

And a surprising number of Emmaus graduates have made a mark in Dubuque.

"We are regularly looked at favorably for employees by many, many local businesses, nonprofits, community banks, credit unions," Cunningham said.

He cited JJ Kimball, chief executive and executive director of the Dream Center in Dubuque, as one Emmaus graduate who has made an impact on the community.

"He's doing just tremendous work," Cunningham said.









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## NEW KID ON THE BLOCK Olliewood Action Sports

#### BY CHRISTOPHER STEINBACH

ason Henkel bought a growing 8-year-old business in February and set about changing it to make a bigger impact in Dubuque by focusing on new customers, practices and ideas.

Olliewood Action Sports was founded in 2015 as an indoor skatepark focused on giving Dubuque's action-sports community a place to participate year-round. It provides space for the full spectrum of action sports: Skateboards, bicycle motocross or BMX, inline skates, roller skates, scooters and wheelchair motocross or WCMX. The business has gained regional recognition by hosting events for Red Bull and Division, which is a Nitro Circus affiliate. It has given local and regional riders and skaters the opportunity to compete on a national level.





Owner Jason Henkel.

After weathering the storm of the COVID-19 pandemic, Olliewood reopened with record attendance, but someone was missing.

"The habits of the 12- to 20-year-old demographic, which had helped to build the business, had shifted," said Henkel, a Dubuque native and marketing consultant who las led the restructuring at Olliewood.

"It's been very interesting to observe the shift in our participants," he said. "Attendance of our youth programs (5-12 years old) is great and the support of our 30-plus community has always been fantastic." But it was that missing group in the middle that always had been the largest to patronize skateparks, according to Henkel.

"Pair that with the statistics we see on mental health and depression of the same age group, and we began to see a need that Olliewood has an opportuni-

Businesses are no longer solely measured by their financial success. They are increasingly being evaluated based on their impact on society and local communities.

**Jason Henkel** 



ty to satisfy," he said. "This opened the door to viewing our business in a completely different way."

Henkel began to focus on community impact, which he defines as the positive influence a business has on the lives of individuals, families and neighborhoods.

"This impact goes beyond creating jobs and generating revenue," he said. "It involves actively contributing to the betterment of the community's social, economic and environmental aspects.

"Businesses are no longer solely measured by their financial success. They are increasingly being evaluated based on their impact on society and local communities."

He calls this kind of restructuring a noble endeavor and a strategic move that he hopes can lead to long-term sustainability and a positive brand reputation for Olliewood.

Henkel launched change at Olliewood by assessing the needs of its community.

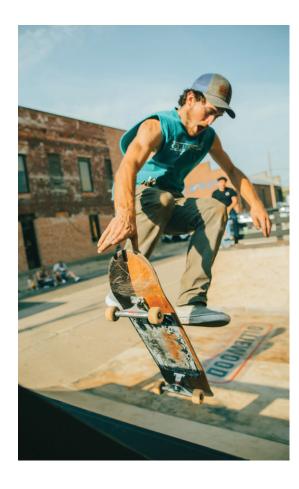
"The shift in skatepark and event attendees is indicative of the greater issue of mental



health within youth in the community," he said. "Through action sports, Olliewood provides safe and inclusive spaces, programs and events for participants of all ages and skill levels. Our mission is to utilize action sports as a powerful platform for fostering personal growth and empowering individuals to overcome challenges, embrace resilience and unlock their full potential."

The company also has been working to better define its social impact strategy, build partnerships with local nonprofits, community organizations and government agencies, and launch business educational programs aimed at middle school and high school students.

"Making an impact on your community requires a shift in mindset, strategic planning, and a commitment to social responsibility," Henkel said. "By actively engaging with the community, developing a comprehensive impact strategy, forging collaborative partnerships, and adopting sustainable practices, (Olliewood) can play a pivotal role in creating positive change."







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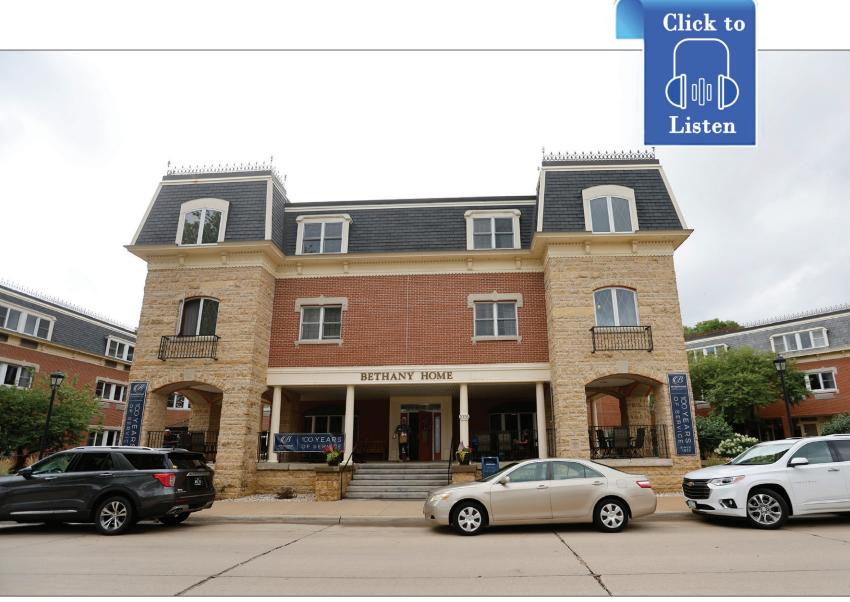


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## BEEN AROUND THE BLOCK Bethany Home



Bethany Home in Dubuque.



A Business After Hours event was held at Bethany Home earlier this year.



Carol Becker participates in an activity at Bethany Home.

y treating employees like family, administrator Sue Westmark says Bethany Home provides its residents a level of care that's not available everywhere else. "We give our employees great benefits and pay and reward them," said Westmark, who started at Bethany in 1994 as a registered nurse before becoming director of nursing in 2003 and administrator in 2015. "There are employees who have been here much longer than I have been. The atmosphere at Bethany is very family friendly. That speaks highly of the company."

Bethany Home began in November 1923, when the family of late Dubuque businessman Christian Loetscher donated his home in northeast Dubuque to the organization, which is affiliated with the Presbyterian Church. The retirement community, which serves residents who are 60 or older, has been located at 1005 Lincoln Ave. for the entirety of its history.

Bethany Home has undergone numerous additions and renovations through the years. An annex was built in 1950. The original house was torn down in 2002 and the current Bethany Home was completed in 2003. In 2011, a 12-bed memory care unit was added to the facility.

Today, there are 51 independent living apartments at Bethany Home and 54 private rooms, along with the memory unit. Certified skilled nursing care is available 24 hours daily.



Bethany Home opened its doors in 1923.



Ruth Kramer (left) and Clyde Killian work on a puzzle at Bethany Home.



"We are always working to make each resident's experience happy and the best it can be. I've loved watching it grow and (change) over time, but we still are giving the same level of care," said Westmark, who has worked at Bethany Home for 29 of its 100 years.

There are challenges to meeting that level of care.

"The payment methods put out by Medicare and Medicaid don't reimburse for all of the care that's given," Westmark said. "And many patients worry about running out of money because the cost of nursing home care can be astronomical. The cost for everything wages, food, serves – have gone up."

This has resulted in some patients waiting to seek care and being in poorer health when they come to Bethany than patients might have been in the past.

"They need more care, but their families are more involved, which is wonderful," Westmark said. "They visit more often and really advocate for their loved ones. The family members of our residents become our family and that has been a nice transition."

She offers this advice for anyone who is looking into nursing home care.

"It's important for people to make their choices before they are forced to make a choice," Westmark said. "We try to educate people when we give tours because not every nursing home and retirement center is created equal."

Everyone at Bethany Home works hard to change with the times.

"Our tagline is quality care, exceptional living," Westmark said. "We keep updating the care we give. We focus on how we can meet their needs."

We are always working to make each resident's experience happy and the best it can be. I've loved watching it grow and (change) over time, but we still are giving the same level of care.

**Sue Westmark** 



Donna Miller (left) gets her hair done by Joyce Budde at Bethany Home.



Photos hang on the wall at Bethany Home in Dubuque.





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## RIBBON CUTTINGS



**Bethany Home** Ribbon Cutting Date: 6/20/2023 1005 Lincoln Ave.



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- 7 UW-Platteville Homecoming 'M' Lighting, 9pm
- 8 Taste of Platteville at Broske Center, 2-5pm
- 8 Pickleball Tournament at Legion Park, noon-4pm
- 27 & 28 Katie's Halloween Garden, Katie's Garden
- 28 Sweet Treats on Main, Main Street, 11am-1pm

#### NOVEMBER

- 4 Winter Farmers Markets begin, Saturdays, 9am-noon
- 11 A Day on the Farm at UW-Platteville Farm, 10am-1pm
- 18 PHS Girls Soccer Craft & Vendor Fair, various locations, 9am-3pm
- 24-30 Jolly Jingle Shop Local Event
- 25 Small Business Saturday

#### DECEMBER

- 1-19 Jolly Jingle Shop Local
- 1-31 Katie's Trees of Lights, Katie's Garden
- 1 Katie's Garden Winter Wonderland at Katie's Garden, 5-7pm
- 2 Katie's Garden Winter Wonderland at Katie's Garden, 5-7pm
- 15 Platteville Hometown Friday Nights, Main St

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**Lehrdahl**Ribbon Cutting Date: 6/6/2023
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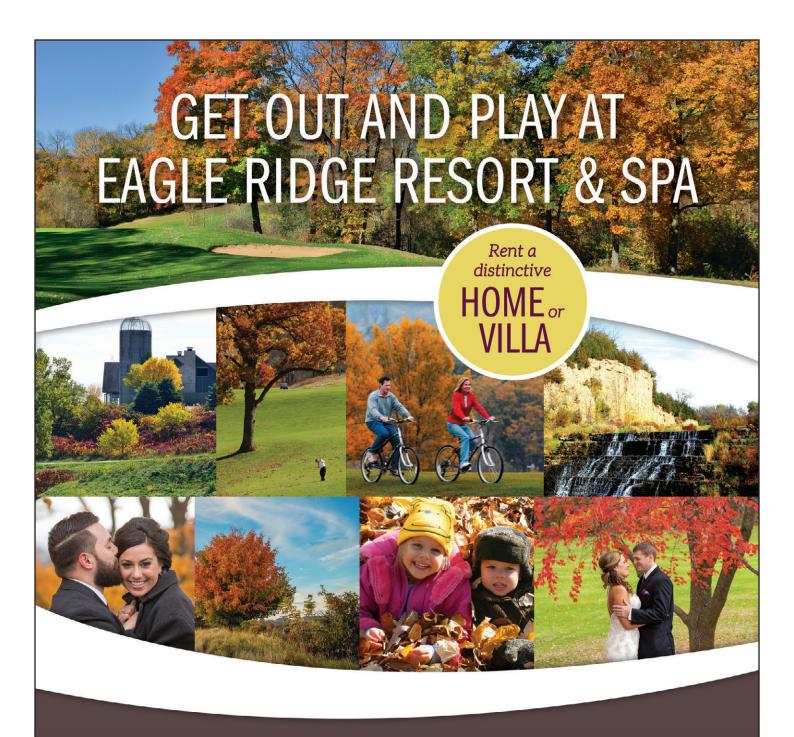
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