

VOLUME 4 | ISSUE 4 | SPRING 2024

DUBUQUE AREA

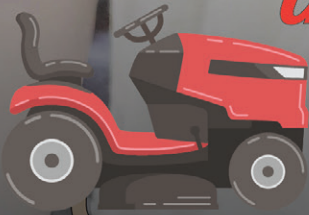
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On the cover

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Director of Production: Megan Gloss  
Design: Anthony Frenzel

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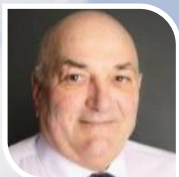
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# WELCOME

## FROM THE CHAMBER PRESIDENT /CEO



**D**id Spring come early this year? It sure seems so. What are our businesses up to and how do they contribute to helping our community prepare for the upcoming seasons?

With all of this beautiful weather, we wanted to feature some of our local businesses that are gearing up to get you excited and ready to enjoy Spring in full bloom.

In this Spring issue, our businesses are here to motivate us for all of our spring activities, projects, home improvement needs, and even some education. At The Dubuque Area Chamber of Commerce, we are certainly ready for the new season and can't wait to see what these businesses have to offer.

Whether it's home projects, home gardening, cycling or exercise trends, exploring from above or from an aquarium, the Dubuque Area Chamber continues to Advocate, Connect, and Educate.

Sincerely,

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







# Welcome New Members



9/15/2023



9/19/2023



9/20/2023



9/26/2023



9/26/2023



9/29/2023



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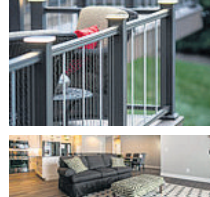
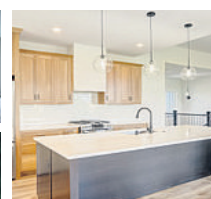
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10/25/2023



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11/16/2023



11/28/2023



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11/20/2023



11/27/2023



11/30/2023



12/1/2023



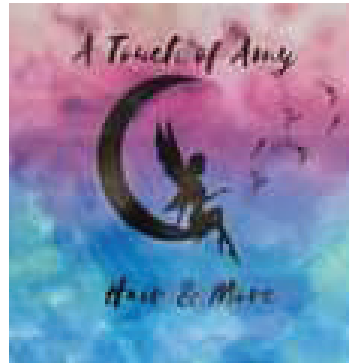
12/4/2023



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12/11/2023



12/11/2023



1/3/2024

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# WARM WEATHER IS GOOD BUSINESS

BY CHRISTOPHER STEINBACH





Some Dubuque-area businesspeople don't concentrate on how deep the snow gets or how cold the winter temperatures drop. They are focused on warmer weather.



Pam Lewey

"We offer bikes and shoes to get people outside," said Pam Lewey, manager of The Bike Shack/The Shoe Shack at 3250 Dodge St. She has worked all but four of the 45 years the family owned business has been selling bikes and shoes.

"We sell fitness equipment plus accessories for people who want some exercise or to just get out and have some fun on a bike," Lewey said. "We also fix bikes for people."



The Shoe Shack and Bike Shack, 3250 Dodge St.

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Sara Carpenter

Sara Carpenter is president of Steve's Ace Home & Garden, which has stores at 3350 John F. Kennedy Road, 200

S. Locust St. in Dubuque and 456 Peosta St. in Peosta, Iowa. It doesn't take much for the business, which her parents, Steve and Judy Selchert, bought in 1988, to get customers excited about spring and summer.

"We host community workshops, share fun gardening ideas and inspiration on social media and provide a beautiful space to visit when it's cold and dreary outside," Carpenter said.



Inside Steve's Ace Home & Garden in Peosta, Iowa.



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“ Each spring the greenhouse head starts pollinator-friendly, native plant species for distribution through the Dubuque County Conservation Board and Iowa State University Extension and Outreach Master Gardener's Mowing for Monarchs program. ”

Emily Adlfinger,  
marketing and  
communications  
manager at the  
National Mississippi  
River Museum &  
Aquarium



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Some samples of gift items offered at Elevated Images in Dubuque.



Michael Williams

She has worked 20 years for the business, which she and her husband, Jason, bought from the Selcherts six years ago.

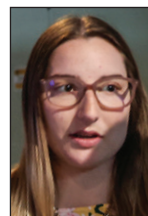
Elevated Images at 129 Main St. provides a different kind of inspiration for anyone who longs for summer, sunshine and beautiful scenery.

"We offer our photography on home décor items, which motivates people to show off their surroundings, inspires them to explore our local environment and appreciate what Dubuque has to offer," said owner Michael Williams.

He has been flying drones for about 10 years, started capturing aerial photos about six years ago and combined both into a business more than four years ago. He operated the business virtually and at the Dubuque Farmers Market prior to opening his Main Street gallery in October 2023.

Workers at the National Mississippi River Museum & Aquarium, 350 E. Third St., annually turn their focus to spring in December when they begin preparing seeds to be planted in March so that plants can be distributed in May at the Glab Family Greenhouse, a permanent fixture at the museum.

"Partnerships are central to the River Museum's existence and success, and we are fortunate to have



Emily Adlfinger

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tremendous local, regional, and national partners when it comes to conservation and the environment,” said Emily Adlfinger, the museum’s marketing and communications manager.

“Each spring the greenhouse head starts pollinator-friendly, native plant species for distribution through the Dubuque County Conservation Board and Iowa State University Extension and Outreach Master Gardener’s Mowing for Monarchs program,” Adlfinger said. “Between the months of June and November, the greenhouse is used for growing rare native plants that host beneficial endangered insects.”

All year long, the museum’s Teens Taking Conservation Action through Advocacy, Research, and Engagement (Taking CAARE) program provides Dubuque-area youth with an opportunity to learn about conservation topics and projects, sparking inter-

est in the field and improving the environment. For younger children, educational programming offers an opportunity to learn about environmental topics in a fun and age-appropriate way, such as camps, day programs, and special events. One of those events is Party for the Planet, when local and regional conservation partners are invited to the museum to share their work with visitors and the community. This year’s celebration will be on April 20.

Events also offer reasons to get ready for spring and summer at Elevated Images, which offers courses on how to fly drones and focuses much of its retail efforts at the Saturday Dubuque Farmers Markets and the Dubuque Millwork Night Markets on the second Thursday of every month.

Carpenter said Steve’s Ace Home & Garden works to evolve with the needs of the community by always looking



**A giant Pacific octopus at National Mississippi River Museum & Aquarium in Dubuque.**

for the latest trends and communicating with its customers. And the store’s offerings may surprise its customers.

“We contribute to the community through many strategic partnerships with local organizations, providing education where possible, and donating to many small and medium events,” she said. “We have so many more items we can get folks that we don’t necessarily stock in store. It’s sort of incredible the wide range of items we can get. I practically bought everything for my home construction project from our store, including the kitchen cabinets.”

Adlfinger said the museum offers the region a remarkable experience.

“Since we are already looking forward to warmer weather, make sure to mark your calendars for our Taste

of Summer Series,” she said. It will consist of three nights of food trucks, live music, and family fun in the boatyard along the Mississippi River on June 6, June 27 and Aug. 1.

Other events will include Museum X, a series of after-hours programs for adults led by museum experts in conservation, living collections, and historical collections. The series was launched last year and will continue this summer.

“To have an interpretative center like this in Dubuque is not only an educational asset for the community but an economic driver for the city and the surrounding area,” she said.

She said more than 3.5 million visitors have come through the museum since it opened in 2003, coming from 50 states and more than 70 countries.



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# NEW KID ON THE BLOCK

## *McGovern Hardware*

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McGovern Hardware is located at 3131 Cedar Crest Ridge in Dubuque.





**A**ndrew Mortenson turned a lifelong passion for engines into a career when he bought McGovern Hardware in 2022 and moved the business to 3131 Cedar Crest Ridge.

The business had operated for years at 2220 University Ave. Mortenson bought the business from Dave Roling, who sold the old building, which eventually was razed, to the University of Dubuque.

"I actually just live right down the street from the old McGovern shop and I had seen it come up for sale," Mortenson said. "I always worked on small engines for all the people I worked with at Mi-T-M (Corp. in Peosta, Iowa) — chainsaws and lawnmowers and stuff. They just all brought it to me and I was fixing them out of my garage. It has always been a passion of mine, so I ended up buying the business."

He has been riding four-wheelers and dirt bikes since he was a toddler.

"It's just been in my blood ever since," he said. "I just am a motorhead through and through. I love cars and building old cars and working on mo-

tors. That's my thing."

That has made Mortenson and the business a good fit for each other because McGovern Hardware isn't a hardware store. It began as a hardware store in Dubuque in the 1950s before turning its focus to selling, repairing and offering parts for outdoor power equipment. The business is a full-line Toro dealer.

"We have zero-turn mowers and all the commercial units and stuff in here," Mortenson said. He said the Toro dealership is something new for the business.

"We do trade-ins. If someone wants to buy a new one, I'll trade. If their old mower is decent, where I can fix it back up and sell it, we definitely do that."



*I always worked on small engines for*

*all the people I worked with at Mi-T-M (Corp. in Peosta) — chainsaws and lawnmowers and stuff. They just all brought it to me and I was fixing them out of my garage. It has always been a passion of mine, so I ended up buying the business.*



**Owner Andrew Mortenson**

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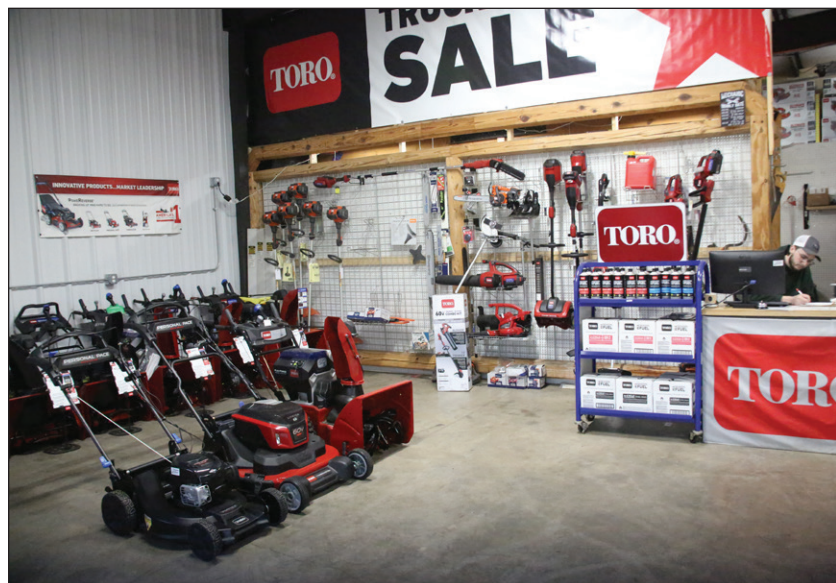
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The majority of the shop's business, however, consists of service and repair work. Still, there are times when sales take over.

"This whole last storm that we had was wild," Mortenson said, with a laugh. "We sold 34 snowblowers in a week. I actually made a reorder this year and ordered more snowblowers."

McGovern Hardware is open from 10 a.m. to 6 p.m. weekdays and from 10 a.m. to 4 p.m. Saturdays. Mortenson said he likes the pace of owning and running his own business after

working for many years at a factory.

"I was a robot programmer. I kind of went in and on a day-to-day basis I was just doing my thing unless something needed programmed so I could put my earbuds in and listen to podcasts and stuff," he said. "Now, there are 1,000 different things to do between just paying bills and getting everything organized and keeping up. I'm a full-time mechanic and then we offer pickup and delivery, so we run out and do that and there's just a lot to do now."





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# BEEN AROUND THE BLOCK

## *Butt's Florist*



Butt's Florist is located at 3220 Dodge St. in Dubuque.

**A** longtime floral staple within the community recently came under new ownership, aiming to offer a fresh look at flowers and other retail items. Lisa Penny and husband Nate purchased Butt's Florist at 3220 Dodge St. in December.

The business was founded by Jim Butt in 1958 and remained in his family until it was purchased in 2016. It then was moved to its current location in 2019.





Like the previous owner, Nate, who originally is from Decatur, Ill., is an Army veteran who works CN Rail in Dubuque.

Lisa is from Hazel Green, Wis., and has served as a big part of the shop's recent success, working numerous hours throughout the busy seasons.

The couple have five grandchildren.

"It's something different to do – a new adventure," Lisa said. "It's being run much the same way it has been in the past."

Selling floral arrangements for funerals, weddings, birthdays and special occasions, such as Valentine's Day, make up the majority of the shop's business.

"We are also adding a lot of new items," Lisa said. "We want to make it a one stop shop. We did add a new gourmet line of Minnesota-based Abdallah Candies. We have a lot in the works, and there is one big surprise yet to come."

In addition to Lisa and Nate, Julie Gross has been the shop's manager for more than eight years. Doretta Allen has worked for Butt's Florist for six years, and Bob Haislet has been an employee for more than 40 years.

The business is open from 8 a.m. to 5 p.m. weekdays and from 8 a.m. to noon Saturdays. A 24-hour phone service and online ordering also is available at [buttsflorist.com](http://buttsflorist.com).



Store manager Julie Gross carries a bouquet of roses into the cooler at Butt's Florist.

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Ribbon Cutting Date: 10/19/2023  
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# RIBBON CUTTINGS



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# RIBBON CUTTINGS



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Ribbon Cutting Date: 10/5/2023

255 John F. Kennedy Road



## **Dubuque Bank & Trust**

Ribbon Cutting Date: 11/28/2023

700 Locust St.



# RIBBON CUTTINGS



## Elevated Images

Ribbon Cutting Date: 10/03/2023  
129 Main St.



## Four Oaks

Ribbon Cutting Date: 11/8/2023  
2460 Kerper Blvd.



# RIBBON CUTTINGS



**Grand River Center**  
Ribbon Cutting Date: 10/26/2023  
500 Bell St.



**James Martin Jewelers**  
Ribbon Cutting Date: 11/16/2023  
4340 Asbury Road, Suite 1



# RIBBON CUTTINGS



## **Maker's Club**

Ribbon Cutting Date: 11/30/2023  
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