

M.C.: From bricks to clicks
Development specialist
praises ideas have clicked into
success stories

By JOHN SKIPPER
Of the Globe Gazette
MASON CITY - A
nationally-recognized
specialist in small-town
economic development
praised Mason City Thursday
for moving in the right
direction.

Jack Schultz, small business
entrepreneur from Effingham,
Ill., is author of the book,
"Boomtown USA: The 7 1/2
Keys to Big Success in Small
Towns.

"Schultz was the keynote
speaker at the annual meeting
of the Mason City Economic
Development Corp.

"I remember coming to
Mason City in the late 1980s.
I used to stay at the Holiday
Inn on the outskirts of town,"
said Schultz, drawing a laugh
from the audience.

He said Mason City has a
great 2010 plan and has
progressed "from bricks to
clicks" - ideas that have clicked
into success stories.

In his book, Schultz identifies
Mason City as one of the
small towns in America that is
what he calls an "agburb" -
part of the third wave of
cities on the move.

"The first wave was from the
farm to the cities. The second
wave was from the cities to the
suburbs. The third wave is

from the suburbs to the small
towns," he said.

He cited access to air travel,
telephone/internet advances,
deregulation and quality of life
issues as some of the reasons
why Mason City is attractive to
industries.

Also at the meeting, new EDC
board members and officers
were announced.

Mason City Schools
Superintendent Keith
Sersland is the new president,
replacing Steve Gales.

Jim Morrow, president of
Wells Fargo Bank, is vice
president. Jacquelyn
Arthur, an attorney with the
Laird Law Firm is secretary
and Cerro Gordo County
Supervisor Jay Urdahl
remains the treasurer.

Newly appointed board
members include Dana
Young, executive director of
Mason City Clinic; Gary Pyle,
manager of Principal
Financial Group-Mason
City; Patrick McGarvey, a
retired city manager from
Austin, Minn., who
has moved back to his
hometown of Mason City;
and Bob Lembke, market
president of Community
National Bank-Mason City.

John Michel, plant manager at
Kraft Foods and current
president of the
Mason City Chamber of
Commerce assumes the
Chamber's seat on the EDC

board, replacing outgoing
Chamber president Mike
Arens.

As EDC president, Sersland
takes on the position that
would have been held by Bob
Krieger, head of TeamQuest,
who died earlier this year.

"Bob Krieger's memory, spirit
and dedication to North Iowa
will march with me," said
Sersland.

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