



# Corridor

MARCH 2018



## HEARTLAND ASPHALT NAMED CORRIDOR 2018 FLAGSHIP INVESTOR

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**H**EARTHLAND ASPHALT WILL serve as Flagship Investor for the North Iowa Corridor's 2018 investor campaign starting in March.

The annual campaign seeks private investment to complement public funding from Cerro Gordo County and the cities of Mason City and Clear Lake. North Iowa Corridor President and CEO Chad Schreck said about 120 private investors generally participate to provide half of the year's funds.

This partnership between the public and private sectors leverages resources in order to create, collaborate, and lead the regional economic development initiatives contributing to the creation and growth of companies, wealth, and quality jobs for North Iowans. This year the Corridor will focus on implementing Vision North Iowa's new five-year economic development strategic plan, dedicated to "Working together to improve the lives of all North Iowans."

George Jessen, President and General Manager of Heartland Asphalt, said, "We support the North Iowa Corridor's mission and wanted to help. Community support is one of our core values and so this is an honor for us to be the flagship sponsor."

Heartland Asphalt constructs and maintains pavements ranging from small driveways to interstate highways,

bike trails and grain pads to city streets and parking lots. The company is locally owned and managed, based in Mason City since 1990. "We have our office and shop on South Federal Avenue and our main asphalt plant and quarry south and east of Mason City," Jessen said. "Heartland also operates two other asphalt plants in various locations. We have grown our market area over the years and now work in over 20 counties in north central Iowa. We employ approximately 90 dedicated, hardworking, and loyal team members."



Deb Blaser Gretillat, NIC Board President, said "The Corridor is extremely appreciative of Heartland Asphalt's flagship sponsorship this year. We are privileged to serve and work with so many great and long-standing public and private business partners for the betterment of North Iowa."

The NIC's investor campaign runs through June. Contact the North Iowa Corridor office if you have any questions or want to participate.

