



July 10, 2021

Vol. 37, No.27

### Alysia Hess, New Business Owner



Alysia Hess is the owner of a new business coming soon in Treynor, The Occasional Collective, which will sell locally sourced goods. It is located in the former Treynor Barber Shop, which she and her boyfriend Evan Bisbee (when not in the field) have gutted and are redesigning.

Alysia, a UNL graduate with a major in Wildlife Biology and an Ecology minor, has a full time job at Henry Doorly Zoo in Omaha as Supervisor of all Interactive Programs, and supervises over 200 people. Leadership is one of her favorite topics with her employees, stating it is important to be empathetic and put yourself in other people's shoes. She stated regardless of religious and political beliefs, it's important for humans to love one another.

Alysia is a "Do-It-Yourself-er" and while driving through Treynor on her way to work, she saw that the Barber Shop building was for sale. The basement which will be her office and used for storage is basically done, but the main floor was also gutted and work continues.

Alysia, an Omaha native, lives on a farm in Macedonia. She discussed the misconceptions she had about farmers and farms. She is an advocate for conservation and the land that provides for us. In four years she has learned so much about agriculture and loves it.

The store will not be a grocery store, but there are an abundance of local producers and artisans who can consign with her. The advantage for vendors is that they don't have to spend their time out selling. The focus is "From the community and for the community." Hess' concept of community is local and around Iowa.

Hess spoke about some of the challenges, one being regulations. With IDIA, she must take a separate course to be able to sell certain products. But she is considering getting a year-round farmers' market permit and have a pop up tent outside to sell those items.

Hess plans to do 30 day consignments, with some products being consigned for longer. If an item doesn't do well, then she won't charge the producers. The shop will be open every other weekend (3 days) and she hopes to hire two part-time employees. She will continue working at the Zoo with her long time plans being to retire and run the shop.

Alysia anticipates receiving some items from Laverne Goss' daughter which Laverne used in the shop. These will be displayed in a shadow box in the store.

The Occasional Collective hopes to open by the last week of August. For more information:

- phone 402.676.1153
- email the occasionalcollective.ia@gmail.com
- Facebook: @theoccasionalcollective.

Welcome to Treynor, Alysia!

Next week's speaker will be Kelly Hessler who will speak about her B&B near Treynor.

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**"An optimist sees the opportunity in every difficulty."- Winston Churchill**

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### Meeting Minutes

Dale Willenborg, President, called the meeting to order at the Treynor Community Building. Present were 15 members and three guests: Emma Ehmke and her mother Pam, and Alysha Hess. Dale Willenborg led the Pledge of Allegiance and gave the opening prayer.

Gary Gutttau won the 50/50 drawing. Jeff Jorgensen won the attendance drawing, but was not present to receive.

Keith Denton shared a joke.

Gary Gutttau's 85<sup>th</sup> birthday was observed and his wife Dee provided cinnamon rolls for the group. Thank you.

Jordan Campbell's 15<sup>th</sup> wedding anniversary was observed. He shared the story of how he and Katie met and married.

### **Bragging Rights: (\$ support youth activities)**

- Judy Gutttau contributed because of Roland Burger's 95<sup>th</sup> birthday this day. Dennis White also contributed.
- Chad Gutttau donated because five kittens have been given away from their litter.
- Jordan Campbell donated because of the great fireworks in Treynor.
- Gary Gutttau contributed because at 85 he taught Jordan's father-in-law.
- Dale Willenborg donated because of all the help from the Optimists and community members with flags and the can kennel these past weeks.

### **BUSINESS:**

**Can Kennel:** Gary Gutttau stated that the Optimists took in approximately \$1200 from the Can Kennel. The Cub Scouts have the Can Kennel July 21 and have five members so will need additional help.

**Flags:** About \$2400 has been spent on new flags. Gary Gutttau stated that we have received a \$500 check from the State Optimist Office to help with expenses in this past COVID year.

John Klein shared that George Volz from Carson has requested borrowing the Hydrant Sprinklers to use in their community this summer. Our club donated them to the Fire Department so contact info was passed along to him.

Dale Willenborg announced that a letter was written by John Klein this week on behalf of the Treynor Optimists to Western Iowa Network in support of getting fiber optics in Treynor.

Next week Dale will solicit Optimists willing to help watch gates WestFair on Thursday, July 29.



**Emma Ehmke** was presented a \$500 Optimist scholarship by Dale Willenborg. She plans to attend the Dodge campus of Univ. of Lincoln to study criminal justice with a minor in psychology. She hopes to then go to Law School and become an

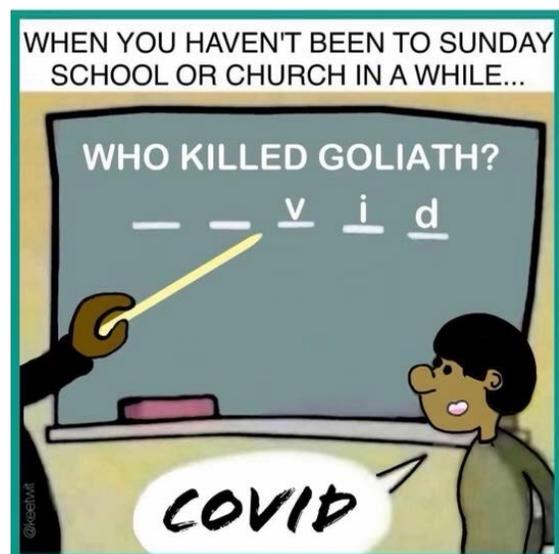
Immigrations and Customers Attorney. Emma was in numerous activities in high school including JOI Club, drum majorette, and was on the soccer team that went to state. Best wishes, Emma!



A check for \$1495 was presented to **Jordan Campbell** on behalf of **Zion Congregational Church Youth** through the Can Kennel! Jordan shared how the money would be used in the Summer Day Care program, and help with the youth group meals every Wednesday during the school year when the youth

meet for fun, discussion, and games. The meeting was closed with the Optimist Creed.

### **HUMOR**



## CALENDAR

### Birthdays

July 14 Gary Guttau  
July 23 Jerry Hempel  
July 27 Jim Clausen

### Anniversaries

July 14 Jeff and Mary Beth Jorgensen  
July 15 Jordan and Katie Campbell  
July 25 Chuck and Kathy Nielsen

### Programs

July Doug Dillivan (next two)  
Dale Willenborg (July 31)  
Aug Bill Vorthmann

### Speakers

July 17 Kelly Hessler, B&B Owner, near Treynor  
July 24 Dave Eldridge, Woodman Life  
July 31 TBA

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Dues/Donations/Flag Money: Mail to Optimist Club of Treynor, PO Box 354, Treynor, IA 51575