

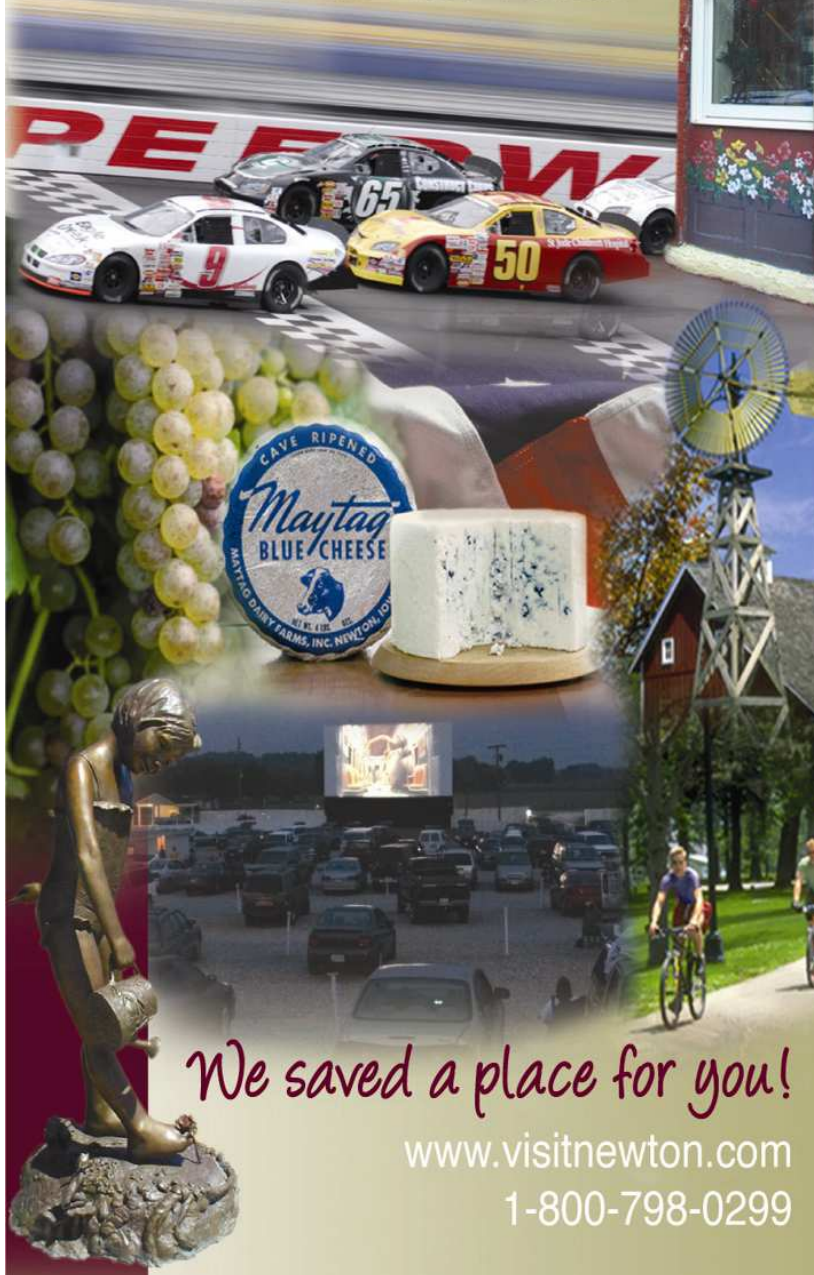
# Welcome to Newton!

2nd Quarter Newsletter—2009

Welcome to  
**NEWTON**  
Iowa

Convention & Visitors Bureau

113 1<sup>st</sup> Ave West • Newton



*We saved a place for you!*

www.visitnewton.com

1-800-798-0299

*From the desk of the  
Executive Director...*



*Welcome to Newton!*

*I can't believe the year is half over already. It seems like we just finished the 12 Days of Christmas-Newton Style yesterday. Okay, maybe the weather was cooler, but these last six months have raced by!*

*Speaking of racing, (nice segway...) we've had so much fun with the two races we've already had at Iowa Speedway this year. Check inside our newsletter for information on all the upcoming races and local celebrations surrounding them.*

*This edition of the CVB Newsletter will give you ideas while you're making your summer travel plans. Join us for the Newton 4th of July Celebration; check out the Newton Community Theatre productions; visit Iowa Speedway even if there isn't a race, or take our lovely Sculpture Tour (you won't see anything like it in Iowa) Did you know Newton is home of the Iowa Sculpture Festival? And, of course, you won't want to miss Maytag Dairy Farms; learn all about it inside our newsletter as our Featured Business. The list of attractions and events goes on and on; so as you see, there is more than enough to keep you and your family or tour group entertained in Newton. Be sure to look at our 2009 Calendar of Events and make your plans today for a trip to Newton...*

*We Saved a Place for YOU!*

*Enjoy our Newsletter!*

*Linda L. Bacon*

**For up-to-date road travel, road closures, road construction and weather service information all year, visit the Iowa Department of Transportation's website at <http://www.dot.state.ia.us/>.**

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## The Greater Newton Area Chamber of Commerce invites you to attend its 4th of July Celebration and Parade.

### Thursday, JULY 2

**Family Fun Festival** sponsored by the **YMCA**, will be held from **6:00 to 8:00 p.m.** at the south shelter house of Maytag Park. Come enjoy Hot Dogs, Chips, and Culver's Frozen Custard. The local band **Second Impression** will provide a **FREE** performance. The Fun Mobile will be there with games as well as the Bounce House.

### Saturday, JULY 4

The day begins with three groups providing breakfast. **Advantage Credit Union** will be serving **biscuits and sausage gravy** in their parking lot from **7:00 – 9:30 a.m.** Juice, coffee and water will also be available. All proceeds from their fundraiser will benefit the **Children's Miracle Network**. The **Mason's** will have their annual **pancake breakfast** at **7:00 a.m.** upstairs at the Masonic Lodge, 208 1<sup>st</sup> Ave. West. **Kiwanis** will be serving some great **breakfast pizza** from **Domino's Pizza** starting at **7:30 – 11:00 a.m.** They will be on the square and mobile. Drinks will also be available.

**"A Community United"** is the theme for this year's Fourth of July Celebration. **The parade begins at 9:30 a.m.** at West 4<sup>th</sup> Street North and ends at the same location. The Greater Newton Area Chamber of Commerce is pleased to announce that **John McConeghey** has been selected as the **Grand Marshall** for this year's parade. The parade will be emceed from the **North West** side of the square.

**Entertainment will be performed** on the west side of the courthouse lawn. The **Newton City Municipal Band** will perform a rousing selection of patriotic songs to celebrate the 4<sup>th</sup>; to be followed immediately by the **Triumph Martial Arts** groups who will perform a choreographed demonstration with kids and adults. They will demonstrate forms, weapons, self-defense and board breaks. The **Sugar Creek Cloggers** who are a community favorite on the 4<sup>th</sup> will be the next to perform. The **Newton Fiddle Club and Guests** will round out the entertainment for the day. They are made up of 8 local performers and this is their second appearance. The **Newton Convention & Visitors Bureau raffle drawing** will take place on the **West** side of the Courthouse at **2:00 p.m.** **Food vendors** that will be on the west side of the courthouse for those wishing to eat are; **Amboy Grange, Fair Foods Concessions, Jasper County Cattlemen, Smokin' Mississippi Queen BBQ, Tropical Snow** and **Zimmerman's Kettle Corn**.

**Antique tractors** and the **Steam Engine** will be on display in the street on the **East** side of the square. **Newton Sky Kings RC Flying Club** will have an **air show after the parade** at **Newton Waterworks**. Flying will continue until dusk. Details at [www.newtonskykings.com](http://www.newtonskykings.com). Bring lawn chairs!

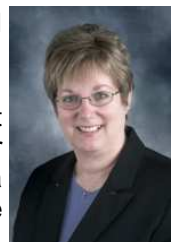
**G.A.S.S.** will be holding a 135 lap **racing event** at **1:00 p.m.** at the **Iowa Speedway**. Professional drivers will compete in the race. The Newton Club will be open to the public with free admission, food and beverages will be served.

At **11:00 a.m.** the **Bounce House** will be available on the **East** side of the square manned by **Newton Girl Scout** troops. There will also be children's activities provided by **Sherman's Sunbeams 4-H** group on that side. **Pence Reese Funeral Home** will be providing rides in **The Smiley Face Train** on the **East** side of the square until 12:15 p.m. and **Aces Teen Center** will be offering **Face Painting** and Temporary **Tattoos**.

### Sunday, JULY 5

The **fireworks** display will be held north of **Woodland Park** and start at **dusk**. The display is sponsored by the **City of Newton and its citizenry**.

Annette West  
Executive Director  
The Greater Newton Area  
Chamber of Commerce





## 12 Days of Christmas-Newton Style Motorcoach Event

The Newton Convention and Visitors Bureau invites you to "12 Days of Christmas—Newton Style" on December 2nd & 3rd, 2009 .

This is a 2009 Motorcoach Event where there will be lots of exciting things to do and new sites to visit.

This event is all wrapped up for you with new attractions, luncheon and program, wine tastings, tour of Iowa Speedway, visit the Newton Daily News, and new on the attraction list is the Centre for Arts & Artists. You'll also see the festival of trees, and take a sculpture tour.



Don't forget our loveable

step-on guides! They are part of the package, but you can't take them home with you!



You may be wondering what Miss Piggy has to do with the 12 Days of Christmas—it's all part of the allure and you'll find out at the dinner where you may qualify and win a door prize. It's all included in your fun day.

But it doesn't end there! You'll top the evening off with a Newton Community Theatre performance of "Grandpa Hangs the Holly" One call does it all for \$45 a person... Reserve your tour group's spot today!!!

**For more information,  
please call the Newton  
Convention & Visitors  
Bureau at 641-792-0299**

## NEWTON RIDICULOUS DAY

**"let's go shopping!"**

**Plan to join Newton  
for its annual  
Ridiculous Day on  
Saturday, July 25th  
from  
8:00 a.m.—4:00 p.m.**



**There will be  
specials galore from  
the  
Newton merchants  
all over town!  
Brought to you by the  
Greater Newton Area  
Chamber of  
Commerce  
Retail Committee**

**Where is Newton, Iowa?** Located on I-80, just 30 minutes east of Des Moines. Newton is the perfect central-Iowa get-a-way. Whether you are interested in world-class auto racing, are an art enthusiast, love to golf or shopping in an eclectic downtown atmosphere, want to sample our famous Maytag Blue Cheese, or are looking for top-notch conferencing facilities, Newton and its surrounding region has many attractions making our area community a destination all its own and a perfect place for a fun-filled weekend, family reunions, meetings and conventions or motor coach tours. **We Saved a Place for YOU!**



# City of Newton Update

As Newton City Administrator, I would like to welcome all of you to join the City of Newton for its annual fireworks display. This year's fireworks will be held on **Sunday, July 5th**, at dusk at the adult softball complex on the north side of 19th Ave. North, directly across the street from Woodland Park. If you would like to make a donation to help offset

costs for the fireworks, please send or drop off your donation to Newton City Hall, 101 W. 4th St. S., Newton, IA 50208.

I would also like to invite you to visit the City of Newton's website. It is full of useful City of Newton information, from city council, departments, ordinances, maps, and just about anything the City of Newton has to offer. Visit

[www.newtongov.org](http://www.newtongov.org). If you can't find what you're looking for on the website, we welcome your phone calls at 641-792-2787.

Tom Wardlow  
Newton City  
Administrator



## FEATURED BUSINESS



### Maytag Dairy Farms

2282 E. 8th St. N.  
Newton, IA 50208  
641-792-1133

[www.maytagdairyfarms.com](http://www.maytagdairyfarms.com)



Almost sixty-eight years ago, on October 11, 1941, the first wheels of Maytag Blue Cheese were formed and put to age in their caves. In the past 68 years, not much has changed; their truck is newer and their cheese makers are older; but they still make each wheel by hand and age it in their caves twice as long as most other blue cheese. Today, the tradition continues.

In 1941, Maytag Dairy Farms began producing world famous Blue cheese in the heartland of America with milk from a prize winning herd of Holstein cattle. This herd of show cattle was established in 1919 by E.H. Maytag, the son of the founder of the famous appliance firm. During the 1930's, the Maytag Holsteins gained fame in competition across the North American continent.

Fred Maytag II, who succeeded his father in 1940, heard about a new process for making Blue Cheese developed by Iowa State University. This process is still in use today. It is a time consuming method of hand making cheese in small batches, using fresh sweet milk from Iowa dairy farms. Each batch of cheese is monitored carefully during the long months of aging in their curing caves. Only when the peak of flavor is reached, do they sell their cheese.

The ownership of Maytag Dairy Farms is now in the third and fourth generations of the Maytag family, with the grandchildren and great-grandchildren of E.H. Maytag providing the leadership. In the tradition of E.H. Maytag's original group of Grand Champion dairy cattle, they strive to make the best cheese they can-possibly the best in the world.

Maytag Dairy Farms ships its Blue Cheese both nationally and internationally. If you would like to make a purchase, feel confident it has been hand wrapped, packaged and shipped with the utmost of quality control. To order, simply call or order via their website...it's just that easy. Enjoy!



# Calendar of Events—2009

(for an up-to-date listing of events, please check our website at [www.visitnewton.com](http://www.visitnewton.com))

JULY 4TH  
4TH OF JULY  
CELEBRATION  
*DOWNTOWN NEWTON*

JULY 7TH—SEPT. 29TH  
NEWTON'S FARMERS  
MARKET  
EVERY TUESDAY

JULY 8TH & 22ND  
CULVER'S CRUISE NIGHT  
*CULVER'S OF NEWTON*

JULY 10TH  
STAR MAZDA SERIES AND  
ARCA PRACTICE AND  
QUALIFYING  
*IOWA SPEEDWAY*

JULY 11TH  
ARCA PRAIRIE MEADOWS  
200 AND ARCA LINCOLN  
WELDER TRUCK SERIES  
*IOWA SPEEDWAY*

JULY 11TH & 18TH  
NEWTON KART KLUB  
2-CYCLE RACE

JULY 11TH & 25TH  
SUNSETS AT  
SUGAR GROVE

JULY 17TH—23RD  
JASPER COUNTY FAIR  
*JASPER CO.*  
*FAIRGROUNDS*

JULY 29TH  
NASCAR HAULERS  
PARADE & DOWNTOWN  
CELEBRATION

JULY 30TH  
NASCAR NATIONWIDE  
WEEKEND PIT STOP  
*NORTH OF IOWA*  
*SPEEDWAY*

JULY 31ST  
USAC NAT'L SPRINT CAR  
SERIES AND NASCAR  
NATIONWIDE PRACTICE  
*IOWA SPEEDWAY*

AUGUST 1ST  
NASCAR NATIONWIDE  
SERIES 250  
*IOWA SPEEDWAY*

AUGUST 4TH—7TH  
NEWTON KART KLUB  
2-CYCLE SPEEDWAY  
GRANDNATIONALS

AUGUST 8TH & 22ND  
SUNSETS AT  
SUGAR GROVE

AUGUST 12TH & 26TH  
CULVER'S CRUISE NIGHT  
*CULVER'S OF NEWTON*

AUGUST 13TH—23RD  
IOWA STATE FAIR

AUGUST 22ND  
NEWTON KART KLUB  
2-CYCLE RACE

SEPTEMBER 5TH  
NASCAR CAMPING  
WORLD TRUCK SERIES  
*IOWA SPEEDWAY*

SEPTEMBER 5TH  
NEWTON KART KLUB  
2-CYCLE RACE

SEPTEMBER 9TH  
CULVER'S CRUISE NIGHT  
*CULVER'S OF NEWTON*

SEPTEMBER 10TH  
THANKS W/FRANKS  
*DOWNTOWN NEWTON*

SEPTEMBER 19TH  
USAR HOOTERS PRO  
CUP 200 & ASA LATE  
MODEL CHALLENGE  
SERIES 100  
*IOWA SPEEDWAY*

SEPTEMBER 19TH  
NEWTON KART KLUB  
SEASON CHAMPIONSHIP

SEPTEMBER 25TH & 26TH  
IOWA MISSION OF MERCY  
*IOWA SPEEDWAY*

OCTOBER 2ND & 3RD  
NEWTON KART KLUB

OCTOBER 10TH  
OCTOBERFEST  
*MAYTAG PARK*

OCTOBER 9TH & 10TH  
AND 15TH & 17TH  
WAIT UNTIL DARK  
*NEWTON COMMUNITY*  
*THEATRE*

OCTOBER 17TH  
CORKS, COOKS &  
CHORDS  
*LOCATION TBD*

OCTOBER 31ST  
DOWNTOWN TRICK OR  
TREATING

NOVEMBER 1ST  
NEWTON DOWNTOWN  
CHRISTMAS OPEN HOUSE

NOVEMBER 27TH  
LIGHTED CHRISTMAS  
PARADE & COURTHOUSE  
LIGHTING CEREMONY  
*DOWNTOWN NEWTON*

DECEMBER 2ND & 3RD  
12-DAYS OF CHRISTMAS  
NEWTON STYLE

DECEMBER 4TH & 6TH  
AND 10TH & 12TH  
GRANDPA HANGS THE  
HOLLY  
*NEWTON COMMUNITY*  
*THEATRE*

DECEMBER 5TH  
DOLLARS FOR SCHOLARS  
TOUR OF HOMES

DECEMBER 5TH & 6TH  
JASPER COUNTY  
HISTORICAL SOCIETY  
CHRISTMAS OPEN HOUSE  
*JASPER COUNTY MUSEUM*



## Weekend Pit Stops

On June 18th and 19th, Newton celebrated the IndyCar Series being back in Newton in a big way.

A non-profit organization called Weekend Pit Stop was formed to pull committee members together to create a welcoming atmosphere for race teams, race fans and community members alike.

The weekend started on Thursday with the IndyCar Hauler's Parade traveling the length of 1st Avenue all through the city, and with a downtown family celebration following. The haulers' parade was so exciting with over fifteen big rigs driving through town and waving and honking their horns to the spectators. The downtown celebration included a dunk tank, inflatables, clowns, food vendors, a DJ and many other fun activities.

On Friday evening there was

entertainment with Bob Dorr and the Blue Band, a beverage garden and food vendor across from Iowa Speedway next to the campgrounds. The weather tried to dampen the evening, but it turned out to be a beautiful, more cool evening and everybody had a blast at the event.

Then of course, the rest of the weekend was filled with entertainment and racing at Iowa Speedway (see article below).



The Weekend Pit Stop committee is going to turn around and do it all again for the Nationwide NASCAR weekend. The dates for the Weekend Pit Stop events are July 29th and 30th. There will be a NASCAR Haulers' Parade and Downtown Celebration on July 29th and the Weekend Pit Stop event on July 30th will again be across from Iowa Speedway next to the campgrounds. The band playing the evening of July 30th is Black Diamond; there will be a beverage garden and the Tama County Pork Producers will be serving food again. The rest of the weekend will belong to Iowa Speedway with the Nationwide NASCAR events.

**Join Newton in celebrating the Weekend Pit Stops on July 29th and 30th!!!**



## Iowa Speedway

### "America's Place to Race" 2009 Season

The 2009 racing season at Iowa Speedway is well underway with excitement and world-class entertainment. The track just held its annual Iowa Corn Indy 250 IndyCar Series event on Sunday, June 21<sup>st</sup>, with record breaking attendance numbers reaching over 40,000 on the 21<sup>st</sup> and totaling to approximately 58,200 for the weekend.

Dario Franchitti won first place in the Iowa Corn Indy 250. Ryan Briscoe came in second, and Hideki Mutoh took third.

Iowa's own Shawn Johnson and her family visited Iowa Speedway to celebrate Father's Day. Shawn appeared on the pre-race stage and received exclusive tours of the track including a visit to IndyCar driver Danica Patrick's garage.

Other highlights included the

Kellogg's Klash USAC Midget Series race and the Firestone Indy Lights Miller Lite 100 race. Ana Beatriz won first place in the Miller Lite 100 and became the first woman ever to win a race at Iowa Speedway.

The weekend also included two post-race concert performances from the 80's-style rock band, Hairball and country artist Shannon Brown.

The next race weekend at Iowa Speedway is July 10<sup>th</sup> - 11<sup>th</sup>. The Pizza Ranch 100 Star Mazda Championship Series takes place on July 10<sup>th</sup> with a performance from a local Des Moines band called Douglas Acres. July 11<sup>th</sup> is the Prairie Meadows 200 ARCA RE/MAX Series race, and the IMTA 50 ARCA Lincoln Welders Truck Series race. Country artist Eric Church will perform on this same day.

NASCAR is returning to the track for the second time this season on July 31<sup>st</sup> through August 1<sup>st</sup> for the

U.S. Cellular 250 NASCAR Nationwide Series event. Practice will be held on Friday, July 31<sup>st</sup>, as will the Casey's General Stores USAC Sprint Car and Silver Crown Challenge. This same day, Iowa Speedway will welcome *American Idol* winner Kellie Pickler. The U.S. Cellular 250 NASCAR Nationwide Series race takes place on Saturday, August 1<sup>st</sup> followed by a performance from James Otto.

NASCAR will return to Iowa Speedway for a third time for the NASCAR Camping World West Series event on Friday, September 4<sup>th</sup> and the NASCAR Camping World Truck Series event is on Saturday, Sept. 5<sup>th</sup>. Country artist Luke Bryan is schedule to perform before the race.

For a complete schedule and description of events, visit [www.iowaspeedway.com](http://www.iowaspeedway.com).



# Newton Community Theatre



## Newton Community Theatre is no 'flash' in the pan

Newton Community Theatre represented Newton and central Iowa at the 2009 American Association of Community Theatres (AACT) Region V festival and competition, held in Minden, Neb. Their musical comedy *Hot Flashes* was a first-place winner in the state competition held in early March and was one of eleven productions from Iowa, Kansas, Missouri, Nebraska, Minnesota and South Dakota to compete for the regional title.

Although *Hot Flashes* was not ultimately selected to move on to the national level, it was the only production to earn a standing ovation from an audience of theatrical peers. NCT also received an AACT participation certificate and a Region V participation plaque.

"It was a great learning experience," said Sue Beukema, NCT treasurer. "We were able to take away some wonderful ideas." The theatre's involvement in the competition

wouldn't have been possible without donations from Newton and surrounding communities.

"We were so grateful for the support – both emotional and financial – that we were given," said director Pauline Hesson. "It lets us know that we're succeeding in bringing a rewarding artistic experience to the stage."

The rest of the year's performances will include:

- *Wait Until Dark*, Oct. 9, 10, 15, 16 & 17
- *Grandpa Hangs the Holly* Dec. 4, 5, 6, 10, 11 & 12

A special performance of *Grandpa Hangs the Holly* will also be performed for the visitors participating in the 12 Days of Christmas-Newton Style tour group outing. Sign your group up today!

The Newton Community Theatre is made possible through the wide array of talented individuals in the

Newton community. They are always looking for people interested in the following areas:

- Acting
- Directing
- Set construction
- Painting
- Props
- Costumes
- Makeup
- Backstage assistance
- Sounds
- Lights
- Ushering
- Green room assistance

To learn more about any of these positions, please contact them; they'd love to hear from you!

Newton Community Theatre  
1701 South 8th Avenue East  
Newton, Iowa 50208  
641-792-1230

[newtontheatre@iowatelecom.net](mailto:newtontheatre@iowatelecom.net)  
[www.newtontheatre.com](http://www.newtontheatre.com)

## IOWA

life | changing®

## News from Iowa Tourism

Beginning July 1, the State Historical Museum will be closed on official state holidays and Mondays.

The Department of Cultural Affairs, Iowa Arts Council and State Historical Society of Iowa offices will continue to be open 8:00 a.m.—4:30 p.m., Monday-Friday, and closed on weekends and official state

holidays.

The State Historical Library and Archives Reading Room will continue to be open 9:00 a.m.—4:30 p.m., Tuesday-Saturday. It is closed Sundays, Mondays and official state holidays.

Online registration is now available for this year's Iowa Tourism Conference at

[www.traveliowa.com/travelindustryinformation](http://www.traveliowa.com/travelindustryinformation).

NOTE: Space is limited for a couple of the breakout sessions; slots will be reserved on a first come, first serve basis for those. The conference is set for October 21-23rd at Meskwaki Bingo Casino Hotel in Tama.

