Amana Society Bulletin

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AMANA CHURCH SOCIETY NEWS

The Combined Service - Children's Christmas Program - The Colors of Christmas Amana Church Sunday, December 14, 2025 starting 10:00 A.M. with Br. Michael Shoup presiding.

Please join us for this wonderful time of fellowship, all are welcome!

A short worship service will follow the program; song sheets will be provided. Christmas cookies after the service!

Opening Hymn: "Joy to the World"

Scripture: Ephesians 1: 18 – 23
Isaiah 9: 1 - 7

Closing Hymn: "Away in a Manger"

The Wednesday Evening Prayer Service (Nachtgebet) begins at 7:00 P.M. in Middle.

Visitors are welcome to join us in worship at all Amana Church Services. Childcare is available during Sunday's 10:00 A.M. Service.

The live link for the 10:00 A.M. service is --- https://www.facebook.com/theamanachurch

Links to services posted online may be found at: *https://amanachurch.com/category/podcast/*

AMANA SOCIETY, INC. HIRES INDUSTRY LEADER JASON BRANCEL AS CHIEF EXECUTIVE OFFICER

Amana Society, Inc. (ASI) announces Jason Brancel is joining the company as Chief Executive Officer (CEO). In this role, he will be responsible for strategically leading ASI's portfolio of businesses, including Amana Farms, the Service Company, Meat Shop, Furniture Shop, Woolen Mill, General Store, Hotel Millwright, Golf Course, RV Park & Event Center, Cedar Rapids Millwork and Insurance.

"We are thrilled to welcome Jason to ASI as we continue to grow Amana Society businesses, work with our vendors and support our customers' needs," said Stuart Geiger, Chair-Amana Society Board of Directors. "Jason's breadth and depth of experience overseeing two innovative companies will help advance our ASI businesses."

Brancel comes to ASI with broad experience. He served as President and CEO for Riceland Foods, Inc. where he led the leadership team and Board to link strategic choices with investments. He also served as President and CEO of Agfinity, Inc., an ag supply and grain marketing cooperative headquartered in Loveland CO. Additionally, Jason has served within the cooperative system as a Chief Financial Officer, Chief Operating Officer, Chief Credit Officer, and as a consultant for the Land O'Lakes Strategic Asset Management team.

Jason earned a Bachelor of Science degree from the University of Wisconsin-Platteville and has also completed extensive subsequent coursework including the Wharton CSO executive education program. Jason has been involved in outside organizations, including the University of Missouri Graduate Institute of Cooperative Leadership Board of Trustees, National Council of Farmer Cooperatives Board of Directors, Chairman of the Board at Burlington Consumers Credit Union, Director for Upstate Colorado Economic Development and others. "It is an honor to join ASI as its next CEO, and I look forward to working with the Board of Directors, employee team, shareholders and key stakeholders to fulfill the ASI mission and build a strong future together," said Brancel.

Jason replaces current ASI CEO Greg Luerkens who is retiring. Jason will begin work January 12 and work with Greg for a two-week transition period. Jason and his wife Carmen currently reside in Timnath, Colorado and will be moving to Eastern Iowa. Jason will be based in the Amana, IA office and will report to the ASI Board of Directors.

For more information, contact Bruce Trumpold at ASI: btrumpold@amanas.net.

AMANA FIRE DISTRICT MEETING NOTICE

The monthly public meeting of the Amana Fire District will be held Wednesday, December 17, 2025, at 7:00 pm in the Middle Amana fire station.

The ***Amana Society Bulletin*** is published by the Amana Print Shop for the **Amana Society Inc.** and distributed free as a public service to the Amana Community. On-line at: ***amanacoloniestoday.com***

HERITAGE SOCIETY TO HOST PROGRAM FOR NEW BOOK ON COMMUNAL-ERA MARRIAGE

The Amana Heritage Society is pleased to welcome local historian R.C. Eichacker for a rescheduled special program on Saturday, December 13, 2025, at 2:00 p.m. at the Amana Heritage Museum (705-44th Ave. Amana). Eichacker will share insights from his new book, Marriage by Committee, exploring the fascinating traditions and communal practices surrounding marriage during Amana's communal era from 1855-1932. The evening will include a brief presentation, audience Q&A, and a book signing. Copies of Marriage by Committee will be available for purchase at the event—perfect for holiday gift-giving. All are welcome. For more information, please contact the Amana Heritage Society at 319.622.3567 or amanaheritage@southslope.net.

AMANA NEWS AND NOTES

Santa in the Forest Three Days

Santa Claus will be in the Tannenbaum Forest Friday, Saturday and Sunday this weekend and the Forest will be open both Friday and Saturday evening till 7 p.m.

Friday, Dec. 12: open noon till 7 p.m. Santa will be there from 1 – 6 p.m.

Saturday, Dec. 13: 10 a.m. – 7 p.m. Santa there from 11 a.m. – 4 p.m.

Sunday, Dec. 14, 11 – 4 p.m. Santa there from noon – 3 p.m.

Keep in mind, that the last time Santa will be in the Forest is Dec. 20th from 11 – 4 p.m.

Amana Church Sunday School Christmas Program

Join the Amana Church Sunday School at 10 a.m. at the Amana Church in Amana for the annual Sunday School Christmas Program. The program will be a combined Amana Church service with an advent Sunday theme.

Amana Colonies Hotel Motel Tax Dollars

At the Monday evening meeting of the Amana Colonies Land Use District, the ACLUD agreement with the Amana Colonies Convention and Visitors Bureau regarding the distribution of hotel motel tax dollars was extended until 2028.

Now that agreement will go to the Amana Colonies Convention and Visitors Bureau board for review and signature.

This agreement is to disburse a regulated allocation of the 7 percent tax on the retail price of a hotel room in the Amana Colonies Land Use District known commonly as the hotel motel tax. This tax is collected by the hotels and motels from its customers and is sent to the Iowa Department of Revenue which in turn sends it on to ACLUD for distribution.

Since the final quarter of 2021, $210,005 has been paid to the Hotel Millwright as a tax rebate. This represents 50 percent of the total hotel motel tax collected solely at the Hotel Millwright.

The ACCVB has received $228,165 in hotel motel tax dollars since the final quarter of 2021. These dollars have paid for Amana Colony tourism marketing.

ACLUD has used its allocation to support its Historic Preservation Grants program, education and administration.

How did this come about? In 2017 before the Hotel Millwright opened, the Iowa Legislature approved a modification to Iowa Code Chapter 423A so that a land use district, (as structured by Iowa law) could place a hotel motel tax question on the ballot. If it passed it could administer the collection and spending of this tax. After the Iowa Legislature passed this amendment to the Iowa Code, the ACLUD Board of Trustees passed a resolution calling for a public measure to be placed on the fall 2017 ballot for a hotel motel tax of 7 percent to be collected. This was passed by the electorate of the ACLUD. It also stipulated that 50 percent of the tax collected for a period of 15 years or a total over time of $600,000 (whichever came first) solely at the Hotel Millwright would be paid back to Hotel Millwright in the form of a tax rebate to encourage the development of the new hotel in the village of Amana.

The ACLUD Board of Trustees worked out a formula to allow for hotel motel tax dollars collected to be distributed to support Amana tourism marketing, Amana cultural nonprofit marketing and historic

***News & Notes** continues on page 2*

Lakeview Village

Assisted Living Apartments

- Meals Provided
- Housekeeping Services
- Wellness checks – Medication management
- Activities

Units Available

Call Tanya Powell for a tour 622-3131

"Experience the Comfort and Security of Retirement Living in the Amanas"

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FOR SALE

342 shares of Amana stock for sale. Contact Larry at 949-302-3006

FIRE DEPT. THANK YOU

Our first spaghetti supper went well, with about 346 people served. A huge thank you to everyone who came and for the ones that couldn't that sent a donation. We are refining it and are planning on doing another one in the fall of 2026. A thank you to the grocery stores and others who donated the food. Also, our young local artists who made Halloween and Christmas crafts.

Giving Tuesday has come and gone, but it is not too late to still support YOUR local volunteer fire department building fundraiser.

See you in June for the annual pancake breakfast.

Amana Fire & Rescue
Box 342, Amana, IA 52203

Amana Church December Events

Everyone is Welcome.

Sunday School Christmas Program "The Colors of Christmas"
Sunday, Dec. 14 at 10 a.m.
Carols and Praise Music. In celebration of Christmas!
At the Amana Church in Amana.

Christmas Eve Candlelight Service
Wednesay Dec. 24 at 8 p.m. at the Middle Amana Church in Middle Amana
An informal, come as you are, carol service by candlelight.

Christmas Morning Worship
Thursday, Dec. 25 at 10 a.m. at the Amana Church in Amana
Welcome our Lord with prayers, praise and song with the Amana Church Choir.

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preservation, along with the tax rebate to the Hotel Millwright.

The tax rebate to the Hotel was based on a model used by many cities and counties. For example, both Johnson ad Linn Counties have long used tax rebates to assist investors in large scale hotel or commercial development. Like a TIF district this allows taxing agencies to boost investment long term in one geographical area or neighborhood.

The ACLUD- ACCVB agreement works like this:

- ACLUD receives a Hotel Motel tax revenue check on a quarterly basis from the Iowa Department of Revenue. This check is the amount of hotel motel tax collected by the state in the land use district.
- 50 percent of the total collected at the Hotel Millwright for a period of 15 years or $600,000 (which ever happens first) will be paid back to the Hotel Millwright as a tax rebate to be used to construct, repair, maintain, operate or upgrade its facilities.
- Of the remaining 50 percent collected: 75 percent goes to the ACCVB for marketing to target areas to boost tourism.
- ACLUD retains 25 percent for historic preservation grants paid directly to Amana property owners and for facilitation/ administration.

Since the passage of the Hotel Motel tax in Amana, ACLUD set up and maintained a Historic Preservation Grant program for grants to Amana Colony property owners of up to 75 percent of the total project cost or $2,500 whichever is less, for restoration or maintenance projects on historic structures. These projects are to be in keeping with ACLUD ordinances and the National Parks Service administration's standards for historic preservation. NPS standards for historic preservation inform all ACLUD policies and rules.

Residents of historic properties in the Amana Colonies have obtained grants ranging in size from $500 to $2,500 for the replacement of windows, doors, rain gutters, placement of lanterns and other types of restoration projects and repairs to historic homes and buildings (pre 1932).

The grant application and rules can be seen on the ACLUD website. The deadline to apply is February 1 for 2026 grants. Applicants apply for projects they are planning to do using cost estimates they obtain. Grants are approved by a committee and paid out after the project is done and has been inspected by the ACLUD administrator. Each year another set of grants is approved.

As noted above, since the final quarter of 2021, $210,005 has been paid to the Hotel Millwright in tax rebates from the collection of the hotel motel tax at the Millwright. Yes, dollars were collected and disbursed before 2021, but the totals as of 2021 were the ones shared at the ACLUD meeting, hence they are in this news report.

The ACCVB has collected $228,165 since the final quarter of 2021. So roughly $57,000 has been paid to the ACCVB each of the last four years via the hotel motel tax. By the rules the ACCVB are to use these monies for advertising and marketing of the Amana Colonies. The rules ask that at least 10 percent be used to specifically promote our Amana Colony nonprofit groups and cultural sites.

FOOD DRIVE COLLECTION AT COLONIAL MANOR

Colonial Manor Nursing Home is collecting Non perishable food donated to those who are in need this holiday season. We will be collecting in November, December and January at our facility. Questions/concerns Contact Joey. at 319-622-3131.

COMMUNITY BLOOD DRIVE DEC 18

The Amana Community Library will host an ImpactLife Blood Drive on Thursday, December 18 from 1:30 to 6:00. The Drive will be held in the donor bus in the Amana Elementary Parking Lot, 3023 220th Trail, Middle Amana. Please help us qualify for a special grant with 20 donations.

Potential donors must be at least 17, weigh more than 110 pounds, and possess a photo ID to donate. Please eat and hydrate before donating. Walk-ins are accepted. Appointments are preferred. Whole Blood and Double Red Cell will be available to donate. To sign up, please call the Amana Library 319-622-3192 or email amanalibrary@ccaschools.org to schedule a time.

ImpactLife now uses the OrSense non-invasive hemoglobin reader, making your pre-donation check quicker, cleaner, and completely pain-free!

WANT TO BUY

-Reloading Equipment
-Presses and Dies
-Large and Small Estates
-Bullets and Brass
-Shooting Sports Items
-Supplies and Ammo
-Muzzleloaders and Firearms: Vintage & Modern
Will also do Appraisals & Consignment Sales
Call, Text or Email JOEL VZ (319) 530-1234
jvanzante@southslope.net

IT'S SCAM SEASON

You may have received notices that your e-mail provider is "upgrading" their system. This is a scam delete it, ***never*** click the link. This is one of many, currently making the rounds. They might have the proper logo...or a notice that your cell phone bill was $476.48 (actual example), don't respond! The list of scams is long. Never give out information unless you made the call, and only the name of your first pet or model of your first car, the real business already has all the other information they need. Be safe.

BULLETIN HOLIDAY SCHEDULE

For Christmas and New Year's Holidays the Dec. 25 & Jan 01, ASI Bulletins will have deadlines of Monday 6 PM (1800 hrs.) Dec 22 & 29 and be ready for reader availability on Tuesday mornings (Dec. 23 & 30)

The Amana Print Shop
amanaprintshop@southslope.net
319-622-3912

AMANA AREA FELLOWSHIP
Church Services SUNDAYS 9:00 AM
All Are Welcome
Amana Performing Arts Center
www.amanaareafellowship.org

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THANK YOU

Thank you to everyone who picked a card from this year's LOVE tree. Your care and kindness is appreciated by those who needed a bit of help this Christmas. Merry Christmas and best wishes for the new year.

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SANDERSFELT FAMILY CHRISTMAS CONCERT

Monday, December 22nd
6:30 pm
Amana Performing Arts Center
39 38th Ave, Amana, IA 52203
Freewill Donation

Amana Community Library

Stuff the Stocking Fundraiser

The Amana Community Library is proud to offer our patrons a wide range of services — from quality reading materials and computer access to educational programs and community events. Your generous donations help us maintain and grow these services.
This year, we hope to expand our programs, events, and summer reading opportunities. Your support makes a real difference! With your donations, we're able to maintain our services and expand programs that benefit the entire community.

Thank you For Your Continued Support of the Amana Community Library!

Library Hours:	***Contact Information****: Rhonda Hegewald – Library Director*
Monday: 9am-3pm	amanalibrary@ccaschools.org
Tuesday: 9am-6pm	319-622-3192
Wednesday: 9am-Noon	website:
Thursday: 9am-6pm	https://amana.ccaschools.org/parents-and-students/amana-community-library
Friday: 9am-6pm	***Like & Follow us on Facebook***: Amana Community Library
Saturday: 9am-Noon	You may also use this link or scan the QR code to donate online.
	https://ia-clearcreekamana-lite.intouchreceipting.com/Stuffthestocking

Please fill out the bottom portion of this form and use the enclosed envelope to return your donation.

Happy Holidays!

Sponsored by: CLEAR CREEK AMANA COMMUNITY SCHOOL DISTRICT

Name:_____

Address:_____

Amount for your tax-deductible contribution:_____

Please make checks payable to: Amana Community Library and return in the enclosed envelope.
Our Address: Amana Community Library, 3023 220th Trail, Amana, IA 52203