



Indianola Chamber of Commerce Announces New President and CEO

November 2, Indianola, Iowa — The Indianola Chamber of Commerce is pleased to announce that Amanda Zwanziger, an Indianola community resident for the past 20 years, has been named as the organization's new President and CEO effective November 1, 2022. Zwanziger succeeds Brenda Easter, who announced her retirement on September 12, 2022, after serving as President and CEO for the past eight years.

Zwanziger brings to the Indianola Chamber a strong background in entrepreneurship, business consulting, community leadership, and public relations. This background, combined with a deep passion for the Indianola community, will help to further advance the mission of the organization. "Amanda will bring a wealth of experience, knowledge and energy to the Chamber," says Brenda Easter, retiring President and CEO of the Indianola Chamber of Commerce. "I can't think of a better fit for the organization."

For the past six years, Zwanziger has been the owner and operator of Right Hand, LLC, her consulting, coaching, and speaking business. With over twenty-five years of business development and marketing experience, Zwanziger's focus has been to help professionals and organizations implement strategies to improve performance and drive growth.

"I am so passionate about this community, to the point that I am stepping back from my business to invest in it. I look forward to working alongside business and community leaders that are investing in this community as well," says Zwanziger.

In addition to her professional endeavors, Zwanziger has served in a number of leadership and community programs and initiatives and also has her own ministry. She is enthusiastic about helping people, organizations and communities remove barriers that are preventing progress so they can achieve their potential.

"Amanda not only brings a strong business background to the chamber, but she also brings a vision for the future. This vision will not only challenge the board, but also the members of the Chamber Alliance, to think differently about how the organization can serve the community. She has shared preliminary ideas of collaborations and initiatives that would contribute to economic growth, workforce development and overall community betterment," says Mimi Kelly-Meyer, Indianola Chamber of Commerce Board President, "We are excited to have Amanda help us build upon the strong foundation Brenda has built and take the chamber alliance to the next level."

Zwanziger intends to make strategic planning a priority. While she has several preliminary ideas, she believes the future of the Chamber is a community collaboration. "I'm excited to engage area businesses, community leaders and educational partners to understand where they see gaps in our community and how the Chamber could play a role in closing them." These ideas will help dictate the chamber's future, and, she hopes, will help contribute to community betterment. "Like many leaders, I would love to see an increased investment in entrepreneurship, job skills development, and tourism. I think these things would make a significant impact on our community moving forward."

But the future isn't the only focus for Zwanziger, who is eager to support existing and aspiring businesses right where they are. "If you have a business issue you are trying to tackle or a new business idea you are seriously considering, I would love to meet with you. It only takes one good idea to make a significant impact on the community."

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