

# Splish Splash



31st Annual

## Sturgis Falls Celebration

June 23-25, 2006

Gedar Falls, Iowa





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# 31st Annual Sturgis Falls Celebration June 23, 24, 25, 2006

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### Cover Art by John Ashlock

Sturgis Falls Celebration, Inc. is a non-profit 501-C-3 corporation organized exclusively for charitable purposes, including the perpetuation of an annual celebration to honor the community's roots and its future, showcase talent, provide diversified public entertainment and an avenue for civic groups to support their purpose.

Design and Printing  
Woolverton Printing  
Cedar Falls, Iowa

Please contact us with your ideas for future events, themes, etc., your concerns, or questions. You may reach us via mail, phone, fax or e-mail at:

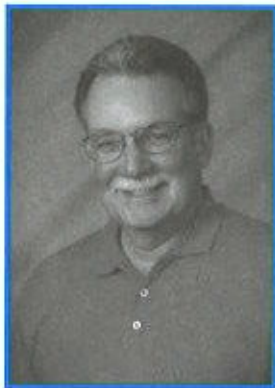
Sturgis Falls Celebration  
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(319) 277-0996 phone • (319) 277-0752 fax  
sfalls1@aol.com

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Visit our website:

[www.sturgisfalls.org](http://www.sturgisfalls.org)





# 2006 Celebrity Marshal

## Bruce Verink

Bruce Verink has been chosen as 2006 Celebrity Marshal. Bruce was hired by the City of Cedar Falls in 1977 as Aquatic Supervisor. In 1987, Bruce accepted the added responsibilities and title of Recreation Division Manager. He is ultimately responsible for all day-to-day operations for the Recreation Center, the Falls Aquatic Center, activities the City offers at the two indoor pools, and all youth and adult recreation programs.

Bruce has been involved in the layout, design, and construction of the new Falls Aquatic Center, working with the architects and contractors on a daily basis to bring the project to completion.

The Falls Aquatic Center, opening Memorial Day, 2006 will feature three major pool areas. The Rock Falls will feature a lap pool and diving area with one diving board, a three-meter platform and a slide set in a rocky landscape. The Adventure Falls will feature two 190' water slides culminating in a splash pool. Inner tubes will be allowed, as the ride continues into a lazy river and past a totem pole water feature. The Safari Falls, for younger children, will consist of a zero depth pool with up to three feet of water. This area will feature a safari and animal theme, with a small slide down an elephant's trunk, climbing structures and spray features. Verink expects the wide variety of activities to be a huge benefit to the residents of Cedar Falls, noting that additional features will include a volleyball net, basketball hoop, floatable toys, inner tubes, and lawn chairs. Bruce noted it will also be easier to find sun or shade, depending on your preference, with lots of green area for sunning, and some shade over the water.

The Verink family's favorite activity during the Sturgis Falls weekend is "meeting and greeting old friends." Bruce and his wife Shelley are the parents of Tyler, a senior at Cedar Falls High School, and Brian, a freshman at Holmes Junior High.



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## 2006 Host and Hostess

### Ward and Sherrill Stubbs

Ward and Sherrill Stubbs have been chosen as Host and Hostess of the 2006 Sturgis Falls Celebration. As Director of Human and Leisure Services, Ward Stubbs and his staff are responsible for many of the features that make Cedar Falls such a great place to live – parks, trails, recreation, arts, and tourism. Among the major accomplishments of his department since his tenure began in 1987, Ward cites the new facilities that have been built - the Recreation Center, the Hearst Center for the Arts, the Cedar Falls Visitor Center, the Community Center, Walters Ridge Golf Course, the Pro Shop at Birdsall Park, the softball complex, and a number of new city parks.

Currently, Ward is working to bring The Falls Aquatic Center to completion for its opening on Memorial Day, 2006.

Ward is responsible for coordinating city services with the Sturgis Falls Celebration and the Cedar Basin Jazz Festival each year – facilitating communication and working with the organizations on follow-up evaluations. Ward notes that as the two groups have evolved over the past three decades, they have become incredibly organized and have developed a core group of dedicated volunteers who “make the weekend happen.” Ward believes “it is awesome that an event like this can be run by a volunteer group!”

Ward is a member and past President of the Cedar Falls Lions Club, member of the Cedar Falls Chamber of Commerce, and past President of the Iowa Parks & Recreation Association, who honored him as their “Professional of the Year.”

Sherrill Stubbs is Sales and Service Manager for U. S. Bank. During the Sturgis Falls Celebration, Ward and Sherrill enjoy listening to the great variety of music in the parks and browsing through the street fair. Ward’s favorite part of the weekend is, “seeing all the people enjoy themselves and running into friends in the parks.”

Ward and Sherrill have three children – Gabe (and Brynn) Fratzke of Waterloo; Summer (and R. J.) Meyer of Iowa City; and Brock Stubbs of Cedar Falls.

## 2006 Grand Marshal

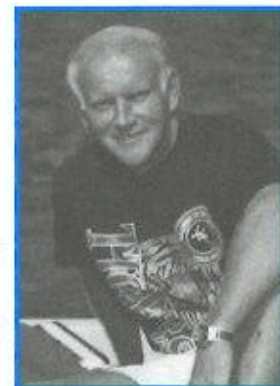
### Dick Marcussen

Dick Marcussen has been chosen to lead the 2006 Sturgis Falls Celebration Parade as Grand Marshal. Dick has been involved in coaching the swimming and diving teams in Cedar Falls for 38 years, leading the teams to 13 State Championships. Coach Marcussen has high expectations of his swimmers and believes that if you teach them skills that move them forward as freshmen, they will be successful as seniors. His coaching philosophy includes consistently reinforcing the concepts he believes in; caring about the athletes as individuals; having fun with the challenges; letting the athletes take control of their season; and remembering that sports should be fun. As is to be expected, Dick is excited about The Falls Aquatic Center opening in Cedar Falls. He hopes that everyone will feel welcome there and that it will encourage families to try swimming as a team sport.

Dick Marcussen received his B.A. from Iowa State Teacher’s College (now UNI) and his M.A. from Clayton University. He began his coaching career in California where he learned to coach swimming and diving at the high school level. Returning to Cedar Falls in 1967, he found a school system and community that was 100% supportive of his enthusiasm for swimming. He began programs at the University Lab School in 1968 and at Holmes Jr. High School in 1978. Since that time he has coached over 5,000 athletes!

Coach Marcussen has received many honors in his coaching career including being named District Coach of the Year twenty-one times; being named MVC Conference Coach of the Year twenty times; *Des Moines Register* Coach of the Year in 1998; and a finalist for the National High School Coaches Federation twice. Dick received the 2000 National Interscholastic Coaches Association “Dave Robertson Excellence in Coaching” Award and the 2003 Iowa High School Coaches Association Dedicated Service Award.

Dick Marcussen and his wife Janene have four grown children - Andrea, Scott, Kristen, and Kaj.



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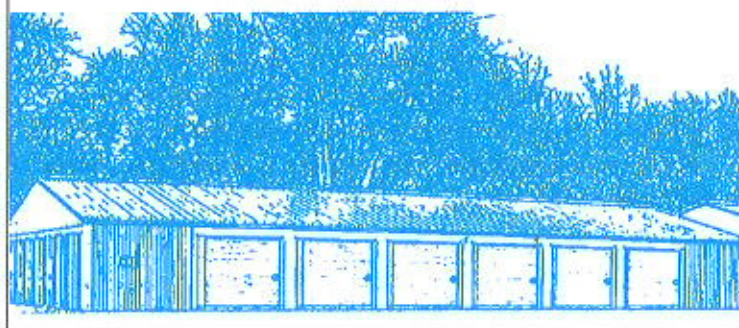
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## Lions Club Pancakes

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### Friends of Sturgis Falls

Sue DeBower

Dee Vandeventer

The Sturgis Falls Celebration is brought to the community totally free because of the support of sponsors and food & beverage concessionaires. If you would like to help support this community-wide Celebration, please contact the Sturgis Falls Celebration P.O. Box 771, Cedar Falls, Iowa 50613

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## 2005 Christmas Tree VIP



### Talia Sturm

Talia Sturm, daughter of Mark and Karen Sturm of Cedar Falls, braved the cold temperatures Sunday, December 4th to vie for the chance to light the Sturgis Falls Christmas tree - and won! From the names of those present thrown in a hat, Sturgis Falls Celebration President Jay Stoddard picked Talia to light this year's Christmas tree. Talia found it especially meaningful to

light the tree as she and the rest of the fifth graders at Lincoln Elementary School (under the supervision of art teacher Moria Brown), created the ornaments that decorated the tree.

As a V.I.P., Talia will ride in the 2006 parade's Dignitary Procession, watch the parade from the Main Reviewing Stand, and enjoy lunch with the other dignitaries immediately afterward. Talia will also receive a 2006 Sturgis Falls Celebration memorabilia package.

Talia's favorite activities during the Sturgis Falls Celebration are the parade and the entertainment and activities in Overman Park. As a budding musician (she plays trombone, piano, and sings), Talia appreciates the diverse entertainment the park offers each year. In addition, she loves the great food available - especially the donuts and strawberry smoothies!



2006 Artist

## John Ashlock

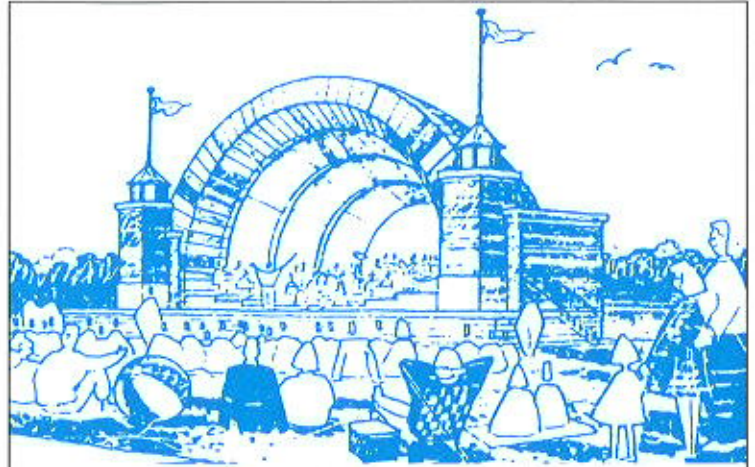


Artwork by John Ashlock, a production artist for Cimarron Label, has been chosen to illustrate the 2006 Sturgis Falls Celebration theme "Splish Splash."

John is a 1987 graduate of Cedar Falls High School and a 1989 graduate of Hawkeye Community College, where he received his A. B. in Commercial Art. In his current position for Cimarron Labels, he designs labels for a variety of products. In addition, John contributes his talents to special causes, donating his design work in 2005 to UNRUN, "the greatest race you will never run," which raises funds for a children's cancer camp. He has also designed pieces for the annual Mental Health Services fundraiser in Sioux Falls, South Dakota.

John drew on previous design ideas for inspiration in creating the artwork for this year's Sturgis Falls theme. He prefers to work with digital media, first drawing his artwork, then scanning it into the computer and finishing with art software. He enjoys the mixture of mediums and lack of clean-up afterward!

John and his wife Lisa, also a Cedar Falls native, have lived in Sioux Falls, South Dakota for 15 years. They have three children, Madison, Austin and Jackson.

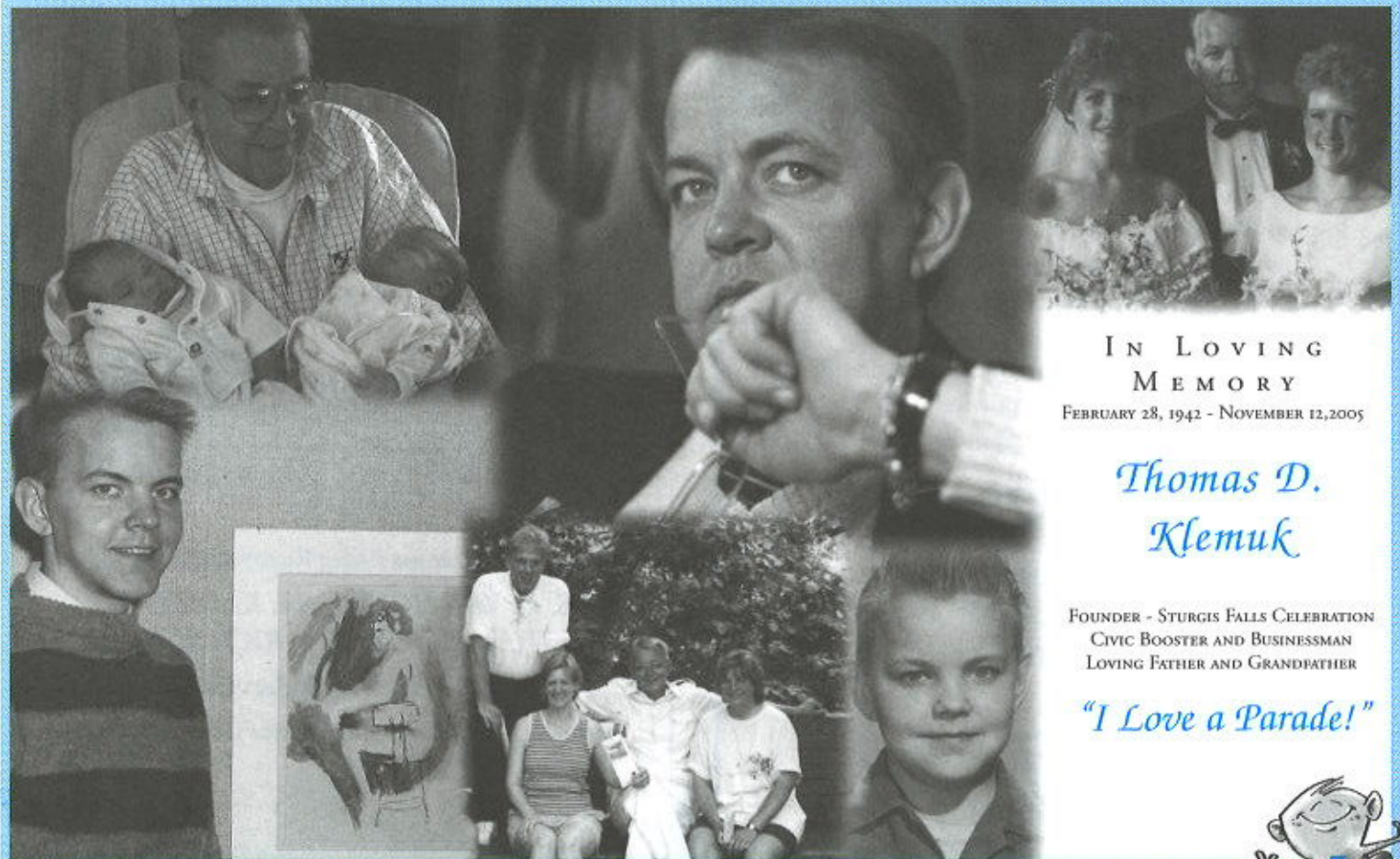


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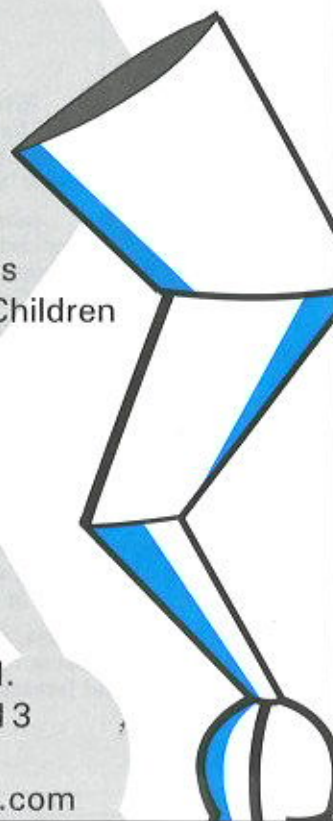
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## Rainbow Cyclists Tour de Sturgis Falls Ride

Join us for our Tour de Sturgis Falls Ride on June 24th, 2006. Meet at Prairie Lakes Shelter located off Viking Road between Hudson Road and Highway 58 in Cedar Falls. Registration starts at 8:00 a.m. Ride begins at 8:30.

For more information on the ride or for membership information, visit our website:  
[www.rainbowcyclistsofiowa.org](http://www.rainbowcyclistsofiowa.org)

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# Public Safety

For your safety and enjoyment during the Sturgis Falls Celebration weekend, the following regulations will be in effect:

You **MUST** be 21 years of age AND have a valid driver's license in your possession in order to obtain a wristband to purchase beer. Security people with mobile electronic age verifiers will be spot checking IDs throughout the weekend. Thank you for your cooperation and understanding of the Sturgis Falls Celebration Board's focus on curbing underage drinking and our ZERO Tolerance policy.

No liquor, beer or wine may be brought into the Cedar Falls parks during the Sturgis Falls Celebration Weekend: June 23 through June 25, 2006.

**Weather Cancellation Policy:** When inclement weather is imminent, a decision will be made to postpone or cancel that day's activities depending on the severity of the predicted conditions and the public's safety. Lightning is the biggest factor.

Cedar Falls City Council has passed the following ordinance: Dogs and cats are prohibited from public playgrounds or parks during the last Friday, Saturday and Sunday of June each and every year, except if such animals are part of an organized signposted public activity such as a canine frisbee contest.

NO bicycles, skateboards, roller blades, scooters or the like are allowed in any of the parks (including Overman Park). Please use a bike rack for your bike!  
(See map for location of bike racks).

The Franklin Street/Center Street Bridge **WILL** be open to two-way single lane traffic.

If flooding occurs in Island Park (Carnival location) and/or Tourist Park (Entertainment/Rock 'n Roll location), Gateway Park will be used as a backup location for either &/or both.

Do not sit on the curb to watch the parade with your feet in the street where there is any chance of being hit by a parade entry (especially on corners, i.e. 3rd and Main!)

Please keep the interior sidewalks in Overman Park clear for emergency personnel. Stopping on the interior sidewalk also impairs the vision of seated spectators. Please be respectful of others!

There is **NO** soliciting of any kind allowed in the Parks during the Celebration weekend!

Please obey the reduced speed signs and use the pedestrian cross-walks on 1st Street between Main Street and Iowa Street.

Sartori Hospital will have a First Aid/Rest Tent in Overman Park and on The Green in Sturgis Park Saturday and Sunday.

**Mosquito control:** Professional pest control personnel will use only legally authorized chemicals in line with all local, state & federal regulations. Warning signs will be posted in all treated parks.

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Saturday, June 24

9-10:15 p.m. Blue Street Jazz Band • 10:30 - 11:45 p.m. Comet Chop Suey

Sunday, June 25

Sunday Morning Brunch Sugar Daddy's

9-10:15 p.m. Saints Dixieland Jazz Band • 10:30 - 11:45 p.m. Comet Chop Suey

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# 31st Annual Sturgis Falls Celebration

## Schedule of Events - June 23, 24, 25, 2006

### Host and Hostess - Ward and Sherrill Stubbs

## Band Shell Entertainment Overman Park

Major Overman Park Sponsors: KWWL, Lincoln Savings Bank, The Mudd Group, Community National Bank, Mix 96, Martin Bros., USBank, Omega Cabinets, BankIowa, Iowa Laser Technology, Cedar Valley Medical Specialists, Wheaton Franciscan Healthcare, Target and Prairie Lakes Church

**Friday, June 23**--Masters of Ceremonies: Mark Lyman, Jay Stoddard & John Luzaich

- 11:00-1:00 p.m. **Picnic in the Park**  
Sponsored by [BankIowa](#)
- 11:00-1:00 p.m. **Eddie's Heart & Soul Express**  
Sponsored by [BankIowa](#)
- 1:15-2:00 p.m. **UNI Concert Band Camp**  
Sponsored by [Regions Bank](#)
- 2:15-3:00 p.m. **Cedar Valley Jazz Club**  
Sponsored by [CF Mobile Home Village](#)
- 3:15-3:45 p.m. **Marvin Spencer**
- 4:00-4:45 p.m. **Checker & The Blue Tones**  
Sponsored by [Community National Bank](#)
- 5:00-5:45 p.m. **Sweet Memories**  
Sponsored by [Martin Brothers Distributing](#)
- 6:00-6:30 p.m. **Sturgis Falls Children's Choir**  
Directed by Katie Houts  
Sponsored by [BankIowa](#)
- 6:30-7:00 p.m. **Opening Ceremonies**  
Master of Ceremonies: Jay Stoddard  
Welcome: Mayor Jon Crews  
Host & Hostess: Ward & Sherrill Stubbs  
Grand Marshal: Dick Marcussen  
Celebrity Marshal: Bruce Verink  
Scholarship Recipients: Erin Gitchell, Megan Rutzmoser & Janet Zeman  
Artist : John Ashlock  
Chamber of Commerce Representative  
Citizens: Saul & Joan Diamond
- 7:15-8:15 p.m. **Bill Riley State Fair Talent Competition**  
Sponsored by [USBank](#)  
Master of Ceremonies: John Luzaich
- 8:15-8:45 p.m. **Cedar Falls Community Theater**  
will perform during the judges' deliberation  
Sponsored by [Martin Brothers Distributing](#)

**Saturday, June 24**--MCs: Jeff Mickey, Ben Patterson, Jamie Phillips, Jim Coloff, Melodie Judge, Dee Vandeventer & Gary Kroeger

- Noon-1:00 p.m. **The Mojo Show**  
Sponsored by [Steve Burrell, Realtor](#)
- 1:00-1:05 p.m. **Bill Riley Talent Competition Winners**  
Sponsored by [USBank](#)
- 1:05-1:15 p.m. **Lee Przybylski, Things on Strings**

1:15-2:15 p.m.

2:30-3:15 p.m.

3:30-4:00 p.m.

4:15-5:00 p.m.

5:15-6:15 p.m.

7:00-8:30 p.m.

**Double Trouble (Elvis Impersonators)**  
Matt Joyce & Shawn Barker  
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**Eddie's Heart & Soul Express**  
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**Clarence Williams & The Rising Sons**  
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**Summer Breeze**  
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**Lemmon Sisters**  
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**Albany U.S. Marine Band**  
Sponsored by [The Mudd Group](#)  
and [Lincoln Savings Bank](#)

**Sunday, June 25**--MCs: Joe Burum, Vicki Reece, Dave Krejchi & Kim Burger

11:00-11:45 a.m.

12:00-12:45 p.m.

12:45-1:00 p.m.

1:00-1:30 p.m.

1:45-2:45 p.m.

3:00-3:30 p.m.

3:45-4:45 p.m.

5:00-6:00 p.m.

**Prairies Lakes Church Worship Band**  
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**Lee Przybylski, Things on Strings**

**Waterloo Community Playhouse**  
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& [Wheaton Franciscan Healthcare](#)

**Cedar Falls Municipal Band**  
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## Kidsway Tent Stage

Franklin Street between 2nd and 3rd Street

**Saturday, June 24**

12:15-12:45 p.m.

1:00-1:45 p.m.

2:00-2:30 p.m.

2:45-3:00 p.m.

3:15-3:45 p.m.

4:00-4:30 p.m.

**The Dean of Juggling**

**Splish, Splashin' & Dancin' with MiMi and Starlette the Clowns**  
Sponsored by [Cedar Falls Times](#)

**Snakes Alive!**  
Provided by the [Bluedorn Imaginarium](#)  
Sponsored by [Hy-Vee](#)

**Lee Przybylski, Things on Strings**

**UNI Suzuki School**  
Sponsored by [Shirley Bond Huffman Piano Studio](#)

**The Dean of Juggling**

**Sunday, June 25**

12:15 - 12:45 p.m.

**The Magic of Barry DeVoll**  
Sponsored by [Community National Bank](#)



1:00-1:30 p.m. **Splish, Splashin' & Dancin' with MiMi and Starlette the Clowns**  
Sponsored by Cedar Falls Times

1:45 - 2:15 p.m. **Snakes Alive!**  
Provided by the [Bluedorn Imaginarium](#)  
Sponsored by [Hy-Vee](#)

2:30-2:45 p.m. **Lee Przybylski, Things on Strings**

3:00-3:30 p.m. **Splish, Splashin' & Dancin' with MiMi and Starlette the Clowns**  
Sponsored by Cedar Falls Times

3:45-4:15 p.m. **The Magic of Barry DeVoll**  
Sponsored by [Community National Bank](#)

## Kidsway Tent Children's Activities

Franklin Street between 2nd and 3rd Street

### Friday, June 23

5:00-7:00 p.m. **Rickie Rowray, Balloon Magician**  
Sponsored by [Lincoln Savings Bank](#)

**Street Art Chalk Drawing**  
Sponsored by [Hy-Vee](#)

**Mimi and Starlette, Clowns**  
Sponsored by Cedar Falls Times

**Lego Table**  
Provided by the [Cedar Falls Tourism Bureau](#)  
Sponsored by [Hy-Vee](#)

5:15 p.m. **Lee Przybylski, Things on Strings**

5:30 p.m. **Big Wheel "500" Annual Race (FREE)**  
Children ages 2-8 are invited to participate in this event. Ribbons for all racers!  
2-4 year olds should arrive by 5:20 p.m.;  
5-8 year olds by 5:40 p.m. Meet at the corner of Franklin and 4th Streets and bring your big wheel!  
Provided by [Cedar Falls Recreation Center](#)

### Saturday, June 24

Noon-4:00 p.m. **Kids Safe ID**  
Provided by [Brad Jacobson State Farm Insurance](#)

**Splish Splash - Hsalps Hsilps**  
Provided by [The Hearst Center for the Arts](#)  
Sponsored by [Hy-Vee](#)

209 Franklin **Lions Club Eye Screening for infants & children**  
ages 6 months - 48 months  
[www.webeye.opth.uiowa.edu/ctys](http://www.webeye.opth.uiowa.edu/ctys)

Noon-5:00 p.m. **Rickie Rowray, Balloon Magician**  
Sponsored by [Lincoln Savings Bank](#)

**Children's Creative Workshop**  
Sponsored by [Martin Brothers Distributing](#)

**Street Art Chalk Drawing**  
Sponsored by [Hy-Vee](#)

**Lego Table**  
Provided by the [Cedar Falls Tourism Bureau](#)  
Sponsored by [Hy-Vee](#)

**Betty Witt Face Painting**  
Sponsored by [Dr. A. E. Delbridge](#)

**Native American Storytelling & Dream Catcher**  
Provided by the [Grout Museum](#)

1:00-4:00 p.m. **Come Hear the Ocean in a Sea Shell**  
Provided by the [UNI Museum](#)  
Sponsored by [Hy-Vee](#)

2:00-3:00 p.m.  
2nd & Franklin  
**Sunday, June 25**  
Noon-4:00 p.m.

Noon - 5:00 p.m.

1:00 - 4:00 p.m.

**Bubbles**  
Provided by the [Bluedorn Imaginarium](#)  
Sponsored by [Hy-Vee](#)

**Marie Cook, Silhouette Artist**  
Will cut FREE silhouettes!  
Sponsored by [Arthur Davis Publishing](#)

**Instrument Petting Zoo**  
Provided by [Waterloo-Cedar Falls Symphony Orchestra](#)

**MiMi and Starlette, Clowns**  
Sponsored by Cedar Falls Times

**Cedar Falls High School Robotics Team**  
Sponsored by Cedar Falls Times

**Kids Safe ID**  
Provided by [Christel Manson State Farm Insurance](#)

**Splish Splash - Hsalps Hsilps**  
Provided by [The Hearst Center for the Arts](#)  
Sponsored by [Hy-Vee](#)

**Rickie Rowray, Balloon Magician**  
Sponsored by [Lincoln Savings Bank](#)

**Children's Creative Workshop**  
Sponsored by [Martin Brothers Distributing](#)

**Street Art Chalk Drawing**  
Sponsored by [Hy-Vee](#)

**Lego Table**  
Provided by the [Cedar Falls Tourism Bureau](#)  
Sponsored by [Hy-Vee](#)

**Betty Witt Face Painting**  
Sponsored by [Dr. A. E. Delbridge](#)

**Native American Storytelling & Dream Catcher**  
Provided by the [Grout Museum](#)

**Come Hear the Ocean in a Sea Shell**  
Provided by the [UNI Museum](#)  
Sponsored by [Hy-Vee](#)

**Bubbles**  
Provided by the [Bluedorn Imaginarium](#)  
Sponsored by [Hy-Vee](#)

**Marie Cook, Silhouette Artist**  
Will cut FREE silhouettes!  
Sponsored by [Arthur Davis Publishing](#)

**Instrument Petting Zoo**  
Provided by [Waterloo-Cedar Falls Symphony Orchestra](#)

**MiMi and Starlette, Clowns**  
Sponsored by Cedar Falls Times

## Carnival - Island Park

(In the event of high water, the carnival will be moved to Gateway Park)

**Merriam's Midway Shows, Inc. Carnival and Midway**

**Thursday, June 22** 5:00-11:00 p.m.  
6:00-11:00 p.m. \$14 wristband special

**Friday, June 23** 1:00 p.m.-11:30 p.m.

**Saturday, June 24** 10:00 a.m.-11:30 p.m.

**Sunday, June 25** 10:00 a.m.-10:00 p.m.  
1:00-6:00 p.m. \$14 wristband special



# Island Park Entertainment Friday, June 23, 2006

Firefighters' Dance  
at the Boat House

Provided by Firefighters'  
Local 1366 and the North  
Shore Boat Club



**97.7  
KCRR**  
THE Classic Rock Station

sugarfoot  
8:00 pm - Midnight

# Tourist Park Entertainment Friday, June 23, 2006



lockren

7:15 pm - 9:15 pm



black diamond

10:00 pm - Midnight

**K98.5**  
Continuous Country Favorites!

**BANK IOWA**



# Tourist Park Entertainment Saturday, June 24, 2006



blue island tribe  
Noon - 1:30 pm

**SIGNS**  
BY TOMORROW  
SIGNS & GRAPHICS NATIONWIDE



the snozzberries  
2:00 - 3:30 pm



double trouble  
4:00 pm - 5:00 pm

Iowa's Pure Rock  
**ROCK 108**  
[www.rock108.com](http://www.rock108.com)

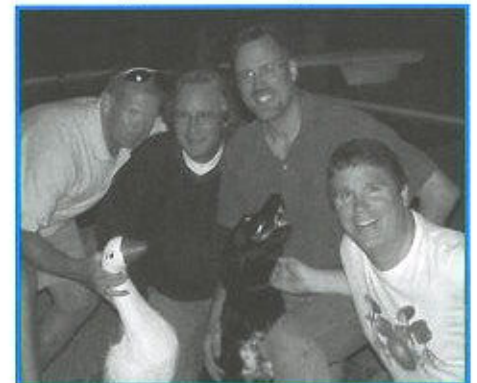


PIPAC CENTRE      cb & company  
5:30 pm - 7:00 pm



stable daze  
7:30 pm - 9:30 pm

**Cool 105.7**  
IOWA'S GREATEST HITS!



wagg  
10:00 pm - Midnight



# Tourist Park Entertainment Sunday, June 25, 2006



Kevin Burt  
Noon - 12:45 pm

Public Radio  
KUNI



Soul Fusion  
1:15 pm - 2:00 pm



Mitchell Pitts  
2:30 pm - 3:15 pm

and  
Public Radio  
KHKE



Fat Tuesday & the Greasfire Horns  
3:45 pm - 5:00 pm



Bob Dorr & the Blue Band  
5:45 pm - 7:30 pm



Salsa Band  
8:15 pm - 10:00 pm



## Firefighters' Dance

Boat House, Island Park

Friday, June 23 8:00 p.m.- Midnight

Music by *Sugarfoot*

Provided by the **Firefighters' Local 1366**  
and **The North Shore Boat Club**

Sponsored by **KCRR Classic Rock**

## Sturgis Falls Beach Party

### Falls Aquatic Center

Saturday, June 24 6:00 p.m.-10:00 p.m.

Sponsored by **Community National Bank**

Enjoy a free swim night at the Falls Aquatic Center, weather permitting. All ages are encouraged to come and join the fun at this non-alcoholic event. Normal pool rules will apply. Lifeguards will be on duty. Contests, prizes, live DJ!

## Tourist Park Stage

(In the event of high water, the entertainment stage will be moved to Gateway Park)

Friday, June 23 -- COUNTRY ROCK NIGHT

Sponsored by **K98.5**

7:15-9:15 p.m.

**Lockren** Sponsored by **BankIowa**

10:00-Midnight

**Black Diamond**

Saturday, June 24 -- ROCK'N IN THE PARK

Sponsored by **Rock 108 & Cool 105.7**

Noon-1:30 p.m.

**Blue Island Tribe**

2:00-3:30 p.m.

Sponsored by **Signs By Tomorrow**

**The Snozberries**

4:00-5:00 p.m.

**Double Trouble (Elvis Impersonators)**

**Matt Joyce & Shawn Barker**

5:30-7:00 p.m.

**CB & Company** Sponsored by **Pipac Centre**

7:30-9:30 p.m.

**Stable Daze**

Sponsored by **L&N Transportation**

10:00-Midnight

**WAGG**

Sunday, June 25 -- A TRUE BLUE SUNDAY WITH A LITTLE JAZZ

Sponsored by **KUNI/KHKE**

Noon-12:45 p.m.

**Kevin Burt**

1:15-2:00 p.m.

**Soul Fusion**

2:30-3:15 p.m.

**Mitchell Pitts**

Sponsored by **Alice and Jerome Palas**

3:45-5:00 p.m.

**Fat Tuesday & the Greasefire Horns**

5:45-7:30 p.m.

**Bob Dorr & The Blue Band**

Sponsored by **USBank**

8:15 p.m.-10:00 p.m.

**Orquesta de Jazz y Salsa Alto Maiz**

**(Salsa Band)**

Sponsored by **Community National Bank**

## Street Fair

Sunday, June 25 10:00 a.m. - 4:00 p.m.

Streets Surrounding Overman Park

Something for everyone - pottery, crafts, furniture, clothing and much more!

See page 39 of the Program Guide for a list of vendors.

## Parades

Friday, June 23  
Annual Children's Parade

715 Franklin Street, Lincoln Elementary School

4:30 p.m. Costume Judging

4:45 p.m. Parade starts at Lincoln School; down Franklin to Third Street, around Overman Park and ends at the Lost and Found Lemonade Stand in Overman Park.

No pre-registration - a ribbon for everyone!

Provided by **The Cedar Falls Tourism and Visitors Bureau, Community Main Street and Lincoln Savings Bank.**

Saturday, June 24

26th Annual Parade

9:30 a.m. Procession of Dignitaries

10:00 a.m. Parade Begins

Route beginning at 8th and Clay Streets, then south to 11th Street, east to Main Street, north to Third Street, west to Franklin Street and South to Fifth Street.

Main Reviewing Stand Masters of Ceremonies:

Gary Kroeger & Chris Larsen

Grand Marshal: Dick Marcussen

Host & Hostess: Ward & Sherrill Stubbs

Celebrity Marshal: Bruce Verink

Artist: John Ashlock

Scholarship Recipients: Erin Gitchell, Megan Rutzmoser,  
& Janet Zeman

Cedar Falls Chamber Representative Citizens:

Saul & Joan Diamond

## Around Overman Park

### CEDAR FALLS HISTORICAL SOCIETY MUSEUMS

Free & Open to the Public

Friday 10:00-4:00 p.m.

Saturday & Sunday Noon-4:00 p.m.

**Victorian Home & Carriage House Museum**

308 West Third

*Big Cats: Great Moments in Cedar Falls Athletic History*

*Doorway to a New World: Early Immigrants  
of Cedar Falls 1850-1910*

**George Wyth House & Viking Pump Museum**

303 Franklin Street

**Ice House Museum**

Cedar Riverfront

**Little Red Schoolhouse - Bennington #5**

Sturgis Park

**Behrens-Rapp Tourist Information Center**

Sturgis Park

Open Dawn to Dusk

**Antique Sale**

Sunday, June 25 • 10:00 a.m. - 4:00 p.m. Corner of 3rd & Washington

Saturday, June 24

8:30 a.m.-Noon

Clay St. between

3rd & 4th St.

**Cedar Falls Farmers' Market**



# Community Events

**June 9-11 & 15-18**  
Oster Regent Theatre  
103 Main Street  
7:30 p.m. Fri. & Sat.  
2:00 p.m. Sunday

**Wednesday, June 21**  
9:00 a.m. Beaver Hills

**Singin' in the Rain**  
Tickets: 277-5283  
[www.cedarnet.org/regent/](http://www.cedarnet.org/regent/)

**Ladies' Golf Tournament**  
Open to the public  
4 Person Flighted Best Shot - Shotgun Start  
Coffee and Rolls served  
[www.beaverhills.com](http://www.beaverhills.com)

**Saturday, June 24**  
8:00 a.m. Registration  
Prairie Lakes Park,  
located in CF  
Industrial Park near  
Hudson Road

**20th Annual Tour de Sturgis Falls**  
Provided by [Rainbow Cyclists](#)  
Register the day of the ride at  
Prairie Lakes Park beginning at 8:00 a.m.  
Ride will start at 8:30 a.m. at Prairie Lake.  
Choice of varied routes ~12, 30 or 50  
miles. Helmets required. **\$5 Registration  
fee** includes map, ticket for drawings, and  
rest stops & sag service for the 30 and 50  
mile ride. Sponsored by [Europa Cycle &  
Ski](#), [Decorah Bicycles](#), [Bike Tech](#), [Kwikstar](#)  
and [Scheel's All Sport](#).  
[www.rainbowcyclistsofiowa.org](http://www.rainbowcyclistsofiowa.org)

1:00-4:00 p.m.  
304 W. Seerley Blvd.

**Hearst Center for the Arts**  
*First Fifty 2006: Works by Cedar Valley  
Artists.* Free & Open to the public.

**Sunday, June 25**  
7:00 a.m. -1:00 p.m.  
Community Center  
6th & Main

**Lions Club Annual  
Pancake Breakfast**  
A wonderful part of the Sturgis Falls  
Celebration since the beginning!  
Pancakes, sausages, beverage. Hosted by  
the [Cedar Falls Lions Club](#). Discount coupon on  
p. 4 of the Program Guide!!



11:30 a.m.  
South Field  
CF High School  
12th & Division Sts.

**2006 Skyhoundz Local Championship**  
(canine frisbee)  
Martha Reineke, Event Coordinator  
[www.skyhoundz.com](http://www.skyhoundz.com)

1:00-4:00 p.m.  
304 W. Seerley Blvd.

**Hearst Center for the Arts**  
*First Fifty 2006: Works by Cedar Valley  
Artists.* Free & Open to the public.

## Cedar River Runners Club

[www.cedarriverrunnersclub.com](http://www.cedarriverrunnersclub.com)  
[joe.cook@cedarriverrunnersclub.com](mailto:joe.cook@cedarriverrunnersclub.com)

Cedar River Runners Club is sponsored by: [Craft-Cochran](#), [Agape Therapy](#),  
[Brown Bottle Restaurant](#), [Culligan](#), [Iowa Health System](#), [Scheel's Sports](#),  
[Cedar Falls Community Credit Union](#) & [Barnes Builders Supply](#)  
All Cedar River Runners Club Events take place at the  
**Cedar Falls Recreation Center, 13th and Main Streets**

**Saturday, June 24**  
9:00 a.m. - 5:00 p.m.

Race Registration & Packet Pick-up  
28th Annual Sturgis Falls Half  
Marathon & 5K Family Run/Walk

**Sunday, June 25**  
6:00 - 6:30 a.m.

**Race Packet Pick-up**

7:00 a.m. START

**28th Annual Sturgis Falls Half Marathon**

7:00 a.m. START

**5K Family Run/Walk**  
Anyone can run or walk and finish in this  
event! RUN...WALK... JOG. A one hour time  
limit will be the rule! No awards in this just-for-fun  
event.

9:15 a.m. START

**Kids Fun Run**  
For children ages 3 and up. All participants  
will receive a ribbon. Register at packet  
pick-up Saturday and on the day of the  
race! Provided by [Craft-Cochran](#).

9:30 a.m.

**Sturgis Falls Half Marathon Awards  
Presentation**

## Cedar Basin Dixieland Jazz Festival

On the Green in Sturgis Park

**Friday, June 23**

6:30 p.m.  
7:30 p.m.  
8:30 p.m.  
9:30 p.m.  
10:30 p.m.

**Saints Dixieland Jazz Band**, Cedar Falls, IA  
**New Red Onion Jazz Babies**, Kansas City, MO  
**Raisin Babies**, Clovis, CA  
**The Blue Street Jazz Band**, Fresno, CA  
**Cornet Chop Suey**, St. Louis, MO

**Saturday, June 24**

12:30 p.m.  
1:30 p.m.  
2:30 p.m.  
3:30 p.m.  
4:30 p.m.  
5:30 p.m.  
6:30 p.m.  
7:30 p.m.  
8:30 p.m.  
9:30 p.m.

**Raisin Babies**, Clovis, CA  
**The Blue Street Jazz Band**, Fresno, CA  
**Saints Dixieland Jazz Band**, Cedar Falls, IA  
**New Red Onion Jazz Babies**, Kansas City, MO  
**Cornet Chop Suey**, St. Louis, MO  
**The Blue Street Jazz Band**, Fresno, CA  
**Saints Dixieland Jazz Band**, Cedar Falls, IA  
**New Red Onion Jazz Babies**, Kansas City, MO  
**Cornet Chop Suey**, St. Louis, MO  
**Raisin Babies**, Clovis, CA

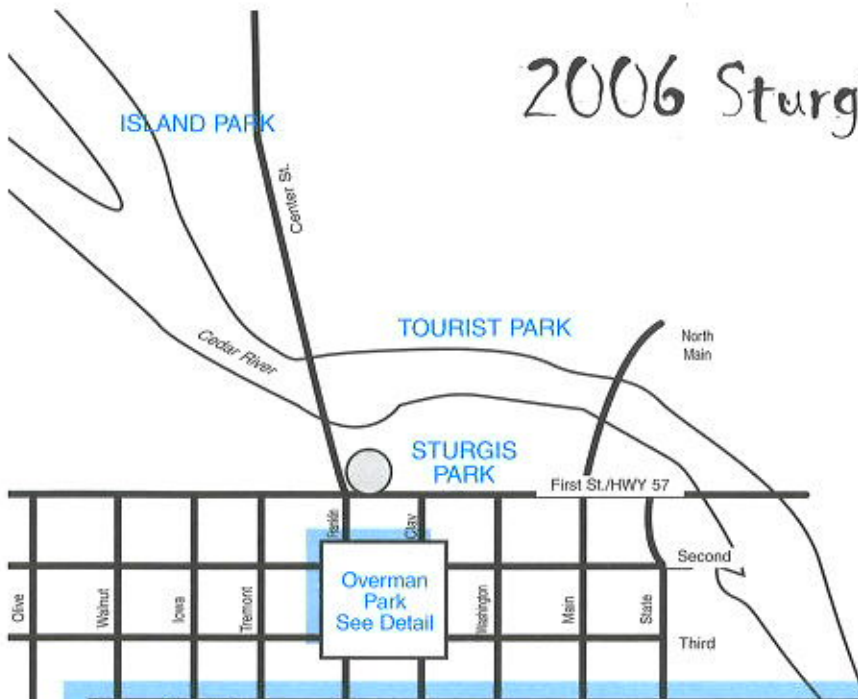
**Sunday, June 25**

11:00 a.m.  
  
11:55 a.m.  
12:30 p.m.  
1:30 p.m.  
2:30 p.m.  
3:30 p.m.  
4:30 p.m.  
5:30 p.m.  
6:30 p.m.

**Tedda Hach Memorial Gospel Set**  
**The Blue Street Jazz Band**, Fresno, CA  
**US Marine Band Albany**  
**New Red Onion Jazz Babies**, Kansas City, MO  
**Cornet Chop Suey**, St. Louis, MO  
**Saints Dixieland Jazz Band**, Cedar Falls, IA  
**Raisin Babies**, Clovis, CA  
**The Blue Street Jazz Band**, Fresno, CA  
**New Red Onion Jazz Babies**, Kansas City, MO  
**Cornet Chop Suey**, St. Louis, MO



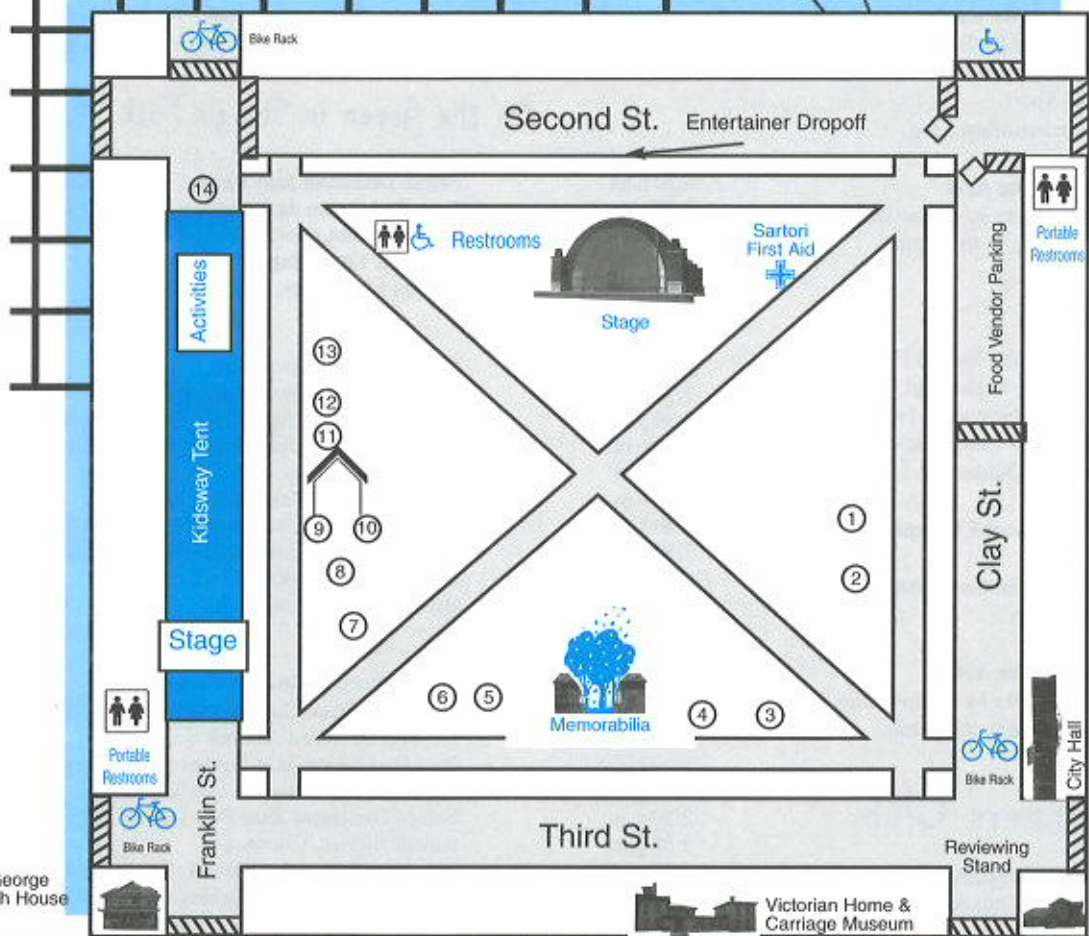
# 2006 Sturgis Falls Celebration



The Sturgis Falls Celebration and The Cedar Basin Jazz Festival are entirely supported by sponsors and the concessionaires who sell food and beverages during this special weekend. We are able to bring you such diverse entertainment without an admission charge solely due to their efforts. Bring your family, your lawn chairs and your blankets, but please purchase your food and drink on site. PRICES ARE FAIR AND THE FOOD IS EXCELLENT! HAVE A WONDERFUL WEEKEND!

More bike racks now available!

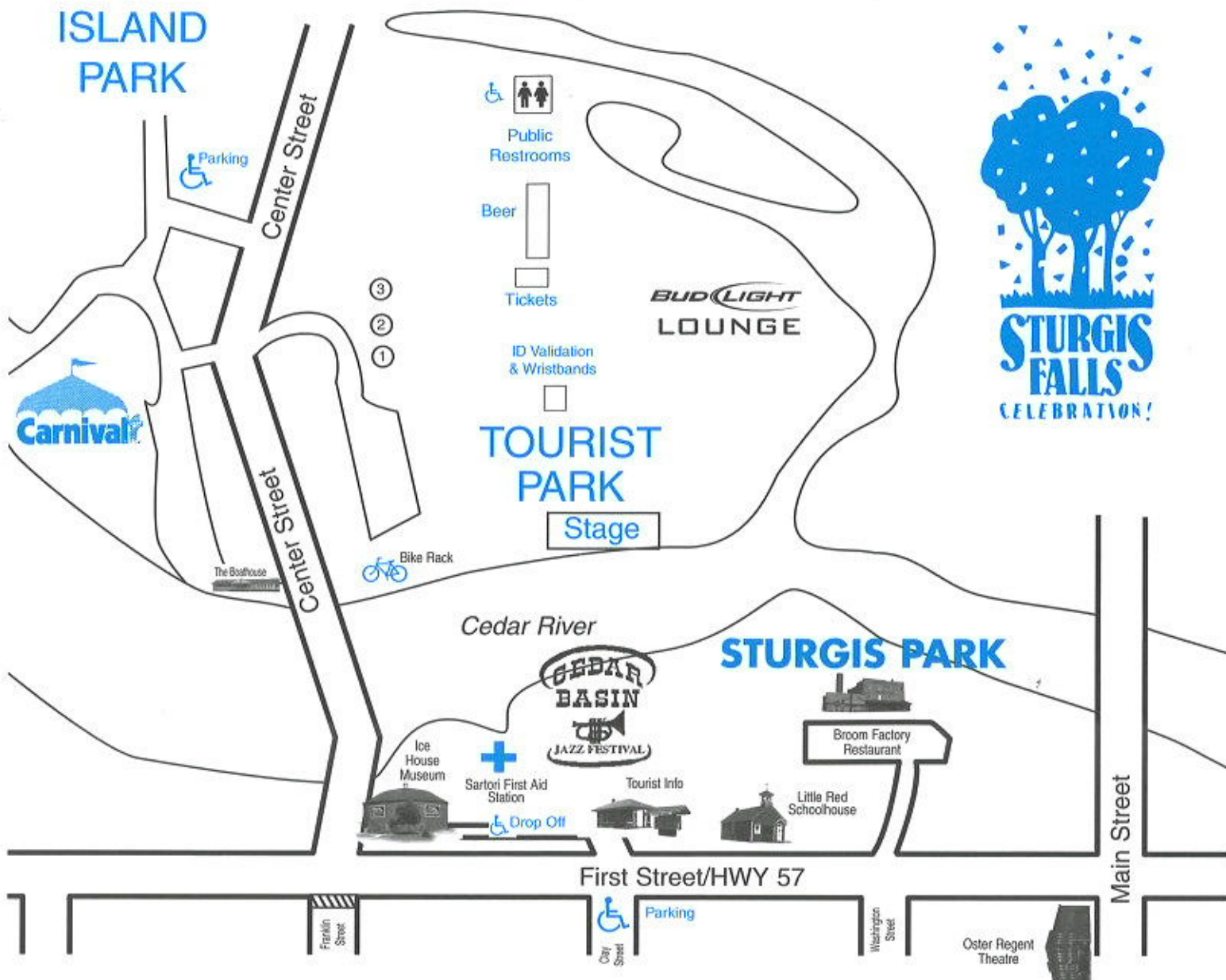
## OVERMAN PARK



### Overman Park Food Vendors:

- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>1. Cedar Valley Danes - Pork Loin Sandwiches, Brat Sandwiches, Apple Bars</li> <li>2. Sons of Norway - Sloppy Ole's (Joe's), Lefse, Varma Polse</li> <li>3. Queens Apple - Queens Apples, Caramel Apples, Apple Pie</li> <li>4. Family YMCA - Fresh Squeezed Lemonade</li> <li>5. Black Hawk Area Swim Team - Teriyaki Turkey Breast Sandwiches, Oriental Salads</li> <li>6. Black Hawk Masonic Lodge - Pork Burgers, Funnal Cakes</li> </ol> | <ol style="list-style-type: none"> <li>7. Rough Risers Kiwanis Club - Kettle Korn</li> <li>8. Friendly Fryer - Grilled Chicken Sandwiches, Fried Pork Tenderloins, Pizza</li> <li>9. Mt. Carmel Baptist Church - Bar-B-Q Ribs, Hamburgers, Walking Tacos</li> <li>10. Our Redeemer Lutheran Church Men's Club - Champ Cones, Ice Cream Sandwiches, Malt Cups</li> <li>11. Chapter EM TTT Society - Sno Cones</li> <li>12. Boy Scout Troop 42 - Polish Sausages, Hot Dogs, Carmel Corn</li> </ol> | <ol style="list-style-type: none"> <li>13. Jamaican Beach Smoothies - Strawberry Smoothies, Strawberry Banana Smoothies, Strawberry Lemonade Smoothies</li> <li>14. J R Services, Ltd. - Mini-Donuts</li> </ol> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|





In accordance with and by the authority granted through Chapter 123 of the 1985 Code of Iowa and the rules of the Iowa Alcoholic Beverage Division, **BRINGING ANY LIQUOR, BEER OR WINE ONTO THESE LICENSED PREMISES IS STRICTLY PROHIBITED** between midnight Thursday through midnight Sunday, Sturgis Falls Celebration weekend.

Handicapped Parking Areas are noted by the following designation:



**Additional handicapped parking in Bulldog Marketing lot behind Carriage House Museum.**

**Tourist Park Food Vendors:**

1. Road Runner Concessions - Hamburgers, Pitas, Walking Tacos, Hot Dogs
2. Rick's Mini Donuts - Pork Tenderloins, Onion Rings, Smoothies, Chicken Sandwiches
3. Nona's Concessions - BBQ Pork Sandwiches, Brats, Funnel Cakes, Tater Ribbons

**Cedar Basin Jazz Festival Food Vendors:**

1. Dietrick Turkey - Turkey Tenders, Turkey Drums, Soft Drinks
2. Sno Hawks - Funnel Cakes, Burritos, Baked Potato Bar and Soft Drinks
3. Other Place - Pizza and Soft Drinks
4. St. Demetrios Greek Church - Gyros, Coney Island, Baklava, Pop
5. Cedar Valley Lions Club - Brats, Hot Dogs, Pickle on a Stick, Soft Drinks
6. Mr. G's Pub - Hamburger, Polish, Mr. Ribb, Beef Kebab and Soft Drinks
7. Cedar Falls Maidrite - Maidrites, Potato Salad, Beans, Chips and Soft Drinks

8. CB Emergency - Peanuts, Popcorn, Sno Cones, Soft Drinks
9. CF Dairy Queen - Sundaes, DQ Blizzards, Floats, DQ Bars, Pop
10. Becker Concessions - Flavored Smoothies, Corn Dogs, Tenderloins, Chicken Tenders, Ribbon & French Fries
11. Carlos O' Kelly's - Tacos, Walking Taco, Nacho Grande, Taco Salad, and Soft Drinks.
12. Uncle Zorba's Greek Food - Chicken Divine, Steak Pita, Greek Salad, Sausage Gyros & Shish Kebab
13. Iowa's Finest Kettle Korn - Kettle Korn





Tourism & Visitor's Bureau

6510 Hudson Road • Cedar Falls, Ia 50613

319-268-4266 • 800-845-1955

www.cedarfallstourism.org

# There's always something to do in Cedar Falls!

2004-5 Iowa Tourism Community of the Year

Proud home to the Iowa Tourism 2005 Event of the year  
Sturgis Falls Celebration and Attraction of the Year *T.Rex* named Sue

Cedar Falls Municipal Band Concerts & August Ensembles  
Overman Park, Tuesday evenings in June, July & August 7:30 p.m.

Farmers' Markets

Overman Park, every Saturday 8:30 a.m.-Noon, thru October  
Earl May Parking lot, every Wednesday 2:00 p.m.- 5:00 p.m., thru October  
Broom Factory Parking Lot, every Wednesday 3:30-5:30 p.m.

Jaycee's Fourth of July Celebration and Fireworks  
July 4, 2006

11th Annual Cedar Falls Garden Tour, Cedar Falls Historical Society  
July 9, 2006

Singin' in the Cedar Valley, Riverview Conference Center  
July 10-15, 2006

College Hill Arts Festival  
July 14-15, 2006

American Youth Basketball Tournament  
July 22-30, 2006

Iowa State Trapshoot  
July 25-30, 2006

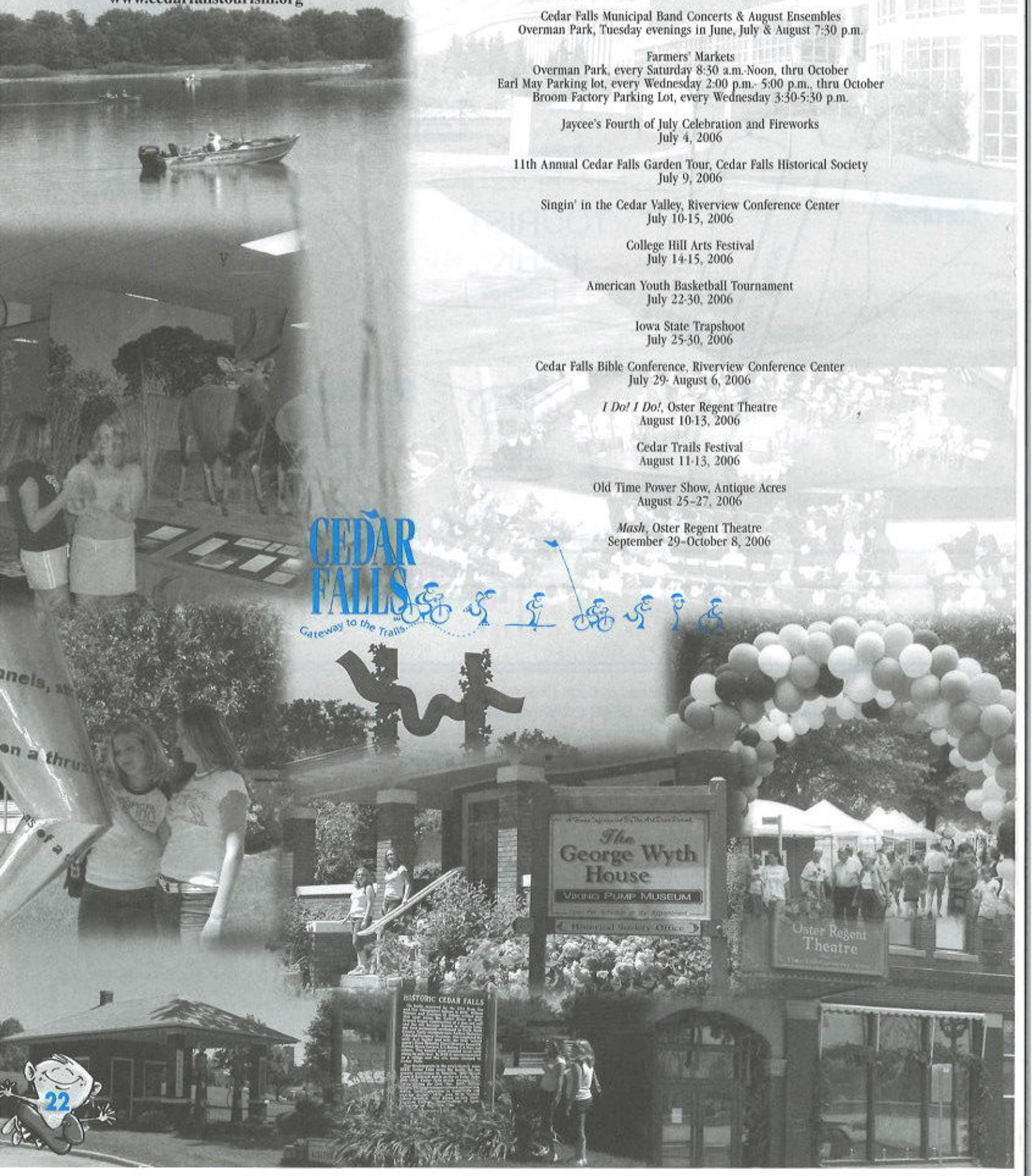
Cedar Falls Bible Conference, Riverview Conference Center  
July 29- August 6, 2006

*I Do! I Do!*, Oster Regent Theatre  
August 10-13, 2006

Cedar Trails Festival  
August 11-13, 2006

Old Time Power Show, Antique Acres  
August 25-27, 2006

*Mash*, Oster Regent Theatre  
September 29-October 8, 2006



# Cedar Basin Jazz Festival

on the Green in Sturgis Park

[www.cedarbasinjazz.org](http://www.cedarbasinjazz.org)

Brought to Cedar Falls By:

## Dan Deery

### 319.233.5000



Artwork by Steve Hunter

## New Red Onion Jazz Babies

Kansas City, Missouri

### Friday, June 23, 2006

7:30 - 8:20 pm Dixieland Jazz Festival Stage  
10:30 - 11:45 pm Broom Factory Restaurant

### Saturday, June 24, 2006

3:30 - 4:20 pm Dixieland Jazz Festival Stage  
7:30 - 8:20 pm Dixieland Jazz Festival Stage

### Sunday, June 25, 2006

12:30 - 1:20 pm Dixieland Jazz Festival Stage  
5:30 - 6:20 pm Dixieland Jazz Festival Stage

## MCs for the 29th Annual Cedar Basin Jazz Festival

Rev. Bob Beard, Diana Blake, Dr. Steve Corbin, Ken Cox, Bucky Doren,  
Bruce Estabrook, Judy Harrington, Shirley Merner, Jim Moeller, Dr. Paul Rider,  
Dr. Bill Shepherd, Mary Shepherd, Jim Vaux



## Saints Dixieland Jazz Band

Cedar Falls, Iowa

### Friday, June 23, 2006

6:30 - 7:20 pm Dixieland Jazz Festival Stage  
9:00 - 10:15 pm Broom Factory Restaurant

### Saturday, June 24, 2006

2:30 - 3:20 pm Dixieland Jazz Festival Stage  
6:30 - 7:20 pm Dixieland Jazz Festival Stage  
8:15 - 9:30 pm Holiday Inn

### Sunday, June 25, 2006

2:30 - 3:20 pm Dixieland Jazz Festival Stage  
9:00 - 10:15 pm Broom Factory Restaurant



This page is sponsored by the Cedar Basin Jazz Festival



# Cedar Basin Jazz Festival

on the Green in Sturgis Park

# Dan Deery

Brought to Cedar Falls By:



## The Blue Street Jazz Band

Fresno, California

### Friday, June 23, 2006

6:45 - 8:00 pm Holiday Inn  
9:30 - 10:20 pm Dixieland Jazz Festival Stage

### Saturday, June 24, 2006

1:30 - 2:20 pm Dixieland Jazz Festival Stage  
5:30 - 6:20 pm Dixieland Jazz Festival Stage  
9:00 - 10:15 pm Broom Factory Restaurant

### Sunday, June 25, 2006

11:00 am - Noon Tedda Hach Gospel Set, Dixieland Jazz Festival Stage  
4:30 - 5:20 pm Dixieland Jazz Festival Stage  
8:15 - 9:30 pm Holiday Inn

## Raisin Babies

Clovis, California

Sponsored by: **SIGNS & DESIGNS**  
*The Sign People*

### Friday, June 23, 2006

8:30 - 9:20 pm Dixieland Jazz Festival Stage

### Saturday, June 24, 2006

12:30 - 1:20 pm Dixieland Jazz Festival Stage  
6:45 - 8:00 pm Holiday Inn  
9:30 - 10:20 pm Dixieland Jazz Festival Stage

### Sunday, June 25, 2006

3:30 - 4:20 pm Dixieland Jazz Festival Stage  
6:45 - 8:00 pm Holiday Inn



## Cornet Chop Suey

St. Louis, Missouri

### Friday, June 23, 2006

8:15 - 9:30 pm Holiday Inn  
10:30 - 11:20 pm Dixieland Jazz Festival Stage

### Saturday, June 24, 2006

4:30 - 5:20 pm Dixieland Jazz Festival Stage  
8:30 - 9:20 pm Dixieland Jazz Festival Stage  
10:30 - 11:45 pm Broom Factory Restaurant

### Sunday, June 25, 2006

9:00 - 10:30 am Jazz Brunch, Holiday Inn  
1:30 - 2:20 pm Dixieland Jazz Festival Stage  
6:30 - 7:20 pm Dixieland Jazz Festival Stage  
10:30 - 11:45 pm Broom Factory Restaurant



This page is sponsored by the Cedar Basin Jazz Festival

# Cedar Basin Jazz Festival

on the Green in Sturgis Park

Brought to Cedar Falls By:

## Dan Deery

TOYOTA

319.233.5000

**Mission:** To bring to this community, admission-free, the finest in national, regional, and local Dixieland jazz, for the enjoyment and perpetuation of America's truly unique jazz form.

## Cedar Basin Jazz Festival Sponsors 2006

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Saints Dixieland Jazz Band

Please contact us with your ideas, concerns, or questions. You may reach us via mail at: Cedar Basin Jazz Festival • 1120 Sunnyside Circle  
Cedar Falls, IA 50613

## Board Members:

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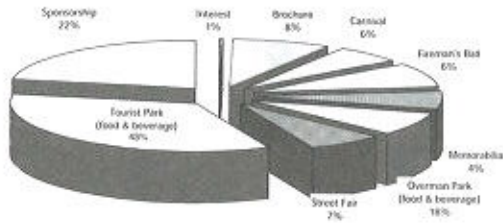
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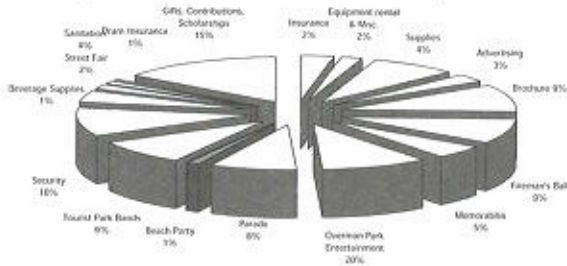
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## Sturgis Falls 2005 Income



## Sturgis Falls 2005 Expenses



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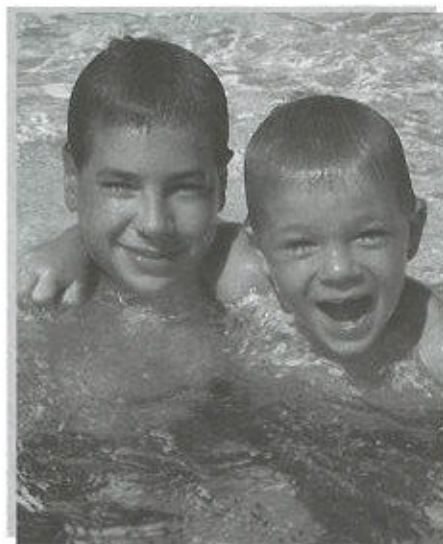
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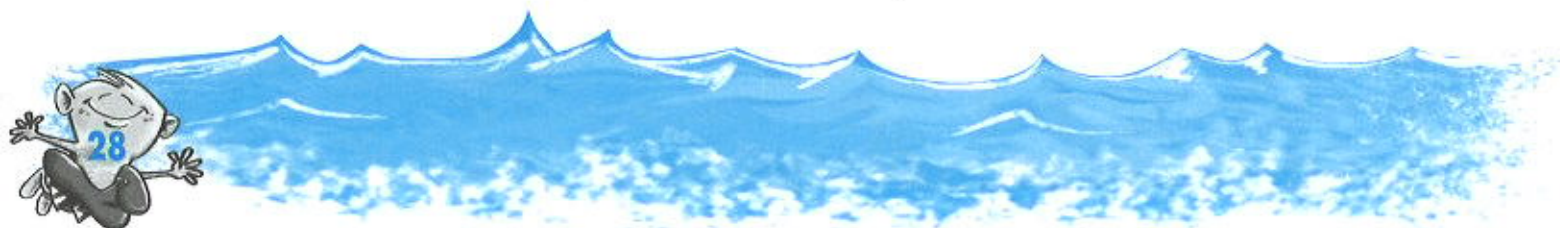


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## 2006 Scholarship Recipients



**Erin Gitchell**, daughter of Lois and Raymond Gitchell of Cedar Falls, is a 2006 graduate of Cedar Falls High School. Throughout high school Erin balanced strong academic performance and multiple extra-curricular activities, graduating with a 3.92 grade point. Erin was an active participant in various performing arts, playing violin and double bass with the Northern Iowa Youth Orchestra, excelling in choral reading,

ing, readers theatre and one act plays, as a member of the Speech Team, and participating in several drama productions both on stage and as a member of the lighting/technical crew. As a member of Speech Team, Erin received ratings of Regional Division I and State Division I.

Erin was a delegate with Model UN at the Iowa Youth Symposium and at UNI Model UN Spring Conferences. She contributed her talents for fundraising, photography, button making, website design and construction work to the Cedar Falls Robotics Team. Erin also worked as a lifeguard and in concessions for the Cedar Falls Recreation Department. Erin plans to study marine biology at the University of Northern Iowa.



**Megan Rutzmoser**, daughter of Maryanne and Karl Rutzmoser of Cedar Falls, is a 2006 graduate of Cedar Falls High School. During her high school years Megan exhibited strong academic, athletic, musical, and leadership abilities. She maintained a 4.00 grade point average throughout her four years of high school, and, while participating in cross-country, track, choir and band, lettered in both cross-country and

choir.

Megan participated in several high school drama productions as a member of the cast and make-up and costume crews. Among her extra-curricular activities, Megan took part in Young Life, Wyld Life, Girl's State, Junior Leadership and Senior Leadership. Megan was also active in the Bethany Bible Chapel Youth Group and traveled to Malawi, Africa, as a mission volunteer with Teens Mission International. In addition, she worked at the Riverview Conference Center and at the Cold Stone Creamery. Megan plans to become a teacher.



**Janet Zeman**, daughter of Betty and Lenny Zeman of Cedar Falls, is a 2006 graduate of Cedar Falls High School. Throughout high school Janet maintained a 4.00 grade point while participating in extracurricular activities and working. Journalism has been an important part of Janet's life since her freshman year, when she began writing bi-weekly articles for the school newspaper. As a sophomore, she wrote weekly articles for the "Teen Times" column in the Cedar Falls Times.

Janet participated in PLAAD (Peer Leaders Against Alcohol and other Drugs) and Harmony, which facilitates equality and celebrates diversity throughout the student body. She received two Academic Achievement Awards, the National Council of Teachers of English Writing Contest Local Winner award, and was a National Merit Commended Student in recognition of her outstanding academic promise.

Janet has been active in her church as a member of a L.U.G., a bible study group and several mission trips. During the past two years, Janet has worked in the Cedar Falls High School Media Center and at Chuck E Cheese's Pizza. Janet plans to become a lawyer.

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Why Sturgis Falls?



William Sturgis

When the United States celebrated its Bicentennial in 1976, communities across the nation were encouraged to create their own celebrations to mark the event. Cedar Falls chose the last Sunday in June for the first Sturgis Falls Festival, named after William Sturgis, the founder of what is now called Cedar Falls. Since that time the annual celebration has grown to encompass three full days of totally free entertainment, always held the last full weekend in June. Welcome to the Sturgis Falls Celebration!

--Jay Stoddard, President

Founders,  
Tom Klemuk, Judith Cutler and Rosemary Beach

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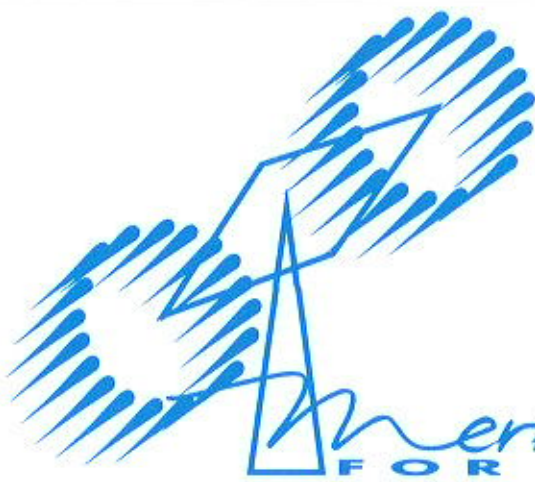
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MERRIAM'S MIDWAY SHOW, INC. - Carnival and Midway  
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Friday, June 23, 2006

1:00 p.m. - 11:30 p.m.

MERRIAM'S MIDWAY SHOW, INC. - Carnival and Midway

Saturday, June 24, 2006

10:00 a.m. - 11:30 p.m.

MERRIAM'S MIDWAY SHOW, INC. - Carnival and Midway

Sunday, June 25, 2006

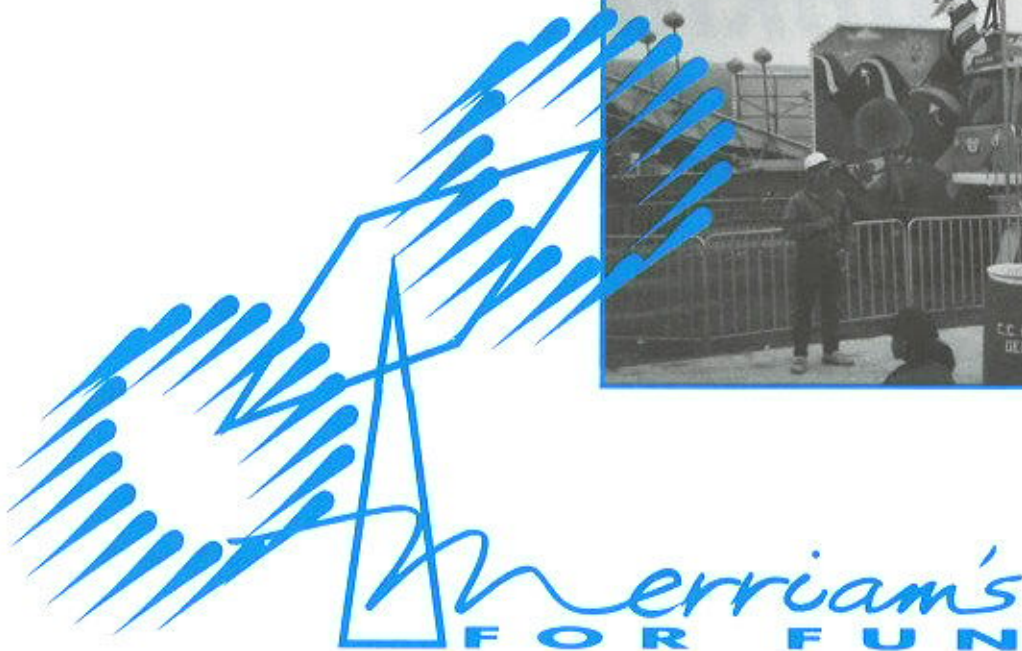
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## Overman Park

Saturday, June 24  
Noon to 8 p.m.

Sunday, June 25  
10 a.m. to 5 p.m.

## Sturgis Park

**Cedar Basin Jazz Festival On The Green**

Friday, June 23 Saturday, June 24 Sunday, June 25



**Sartori Memorial Hospital**  
Wheaton Franciscan Healthcare



## Cedar Falls Chamber of Commerce

### 2006 Representative Citizens

### Saul and Joan Diamond

Saul and Joan Diamond have been active volunteers in Cedar Falls for fifty years, giving generously of their time and talents to almost every organization in town. As supporters of the Cedar Falls Historical Society, Saul served as the first curator, and Joan on the Collections Committee and Board of Directors, while both served as hosts for the museums and contributed their collection of Diamond Brothers General Store artifacts to the Society. Joan also spent hundreds of hours to design and enter the Society's collections database.

Saul and Joan are Friends of the Hearst Center, where Saul served as Treasurer and Joan volunteers as office support. They are also Friends of Community Main Street and active supporters of the Cedar Falls Chamber of Commerce, Saul being a member for over fifty years.

Joan has served on the Board of the Cedar Falls Community Theater and as Vice President and President of the Iowa Civic Foundation and a member of Arts Alive. She volunteered for Sartori Memorial Hospital Occupational Health Services and re-entered lab procedures into their current computer system. For many years, Joan tape-recorded technical books for the Iowa Department for the Blind and over ten years, entered 100 years of records in the UNI Museum computer system, a system she still keeps up to date.

Joan is currently Chair of the Cedar Falls Art and Culture Board, where she has served as both Secretary and Vice President. Both Saul and Joan volunteer as Envoys for the Cedar Falls Tourism & Visitor's Bureau, and Joan also volunteers her time on computer data entry projects there.

Saul currently serves on the Board of Trustees for Sartori Memorial Hospital, the Western Home, and the Cedar Falls Civic Foundation. He has served on the Board of the UNI Civic Arts Association, and as a member of the Cedar Falls Rotary Club for over fifty years, as well as two terms as president of the Cedar Falls Historical Society. Saul served as President of the Cedar Falls Jaycees and for seven years on the WCFSO Board of Directors.

In 1997, Saul and Joan Diamond were honored with the Sturgis Falls Celebration's Cornerstone Award, which honors an individual, family, or organization that has greatly contributed to the quality of life enjoyed in Cedar Falls. The Diamonds are truly representative citizens, generous and civic-minded for over five decades. The Diamonds will be honored at a reception at 11:30 a.m., June 7th at Beaver Hills Country Club. Reservations may be made by calling the Cedar Falls Chamber at 266-3593.



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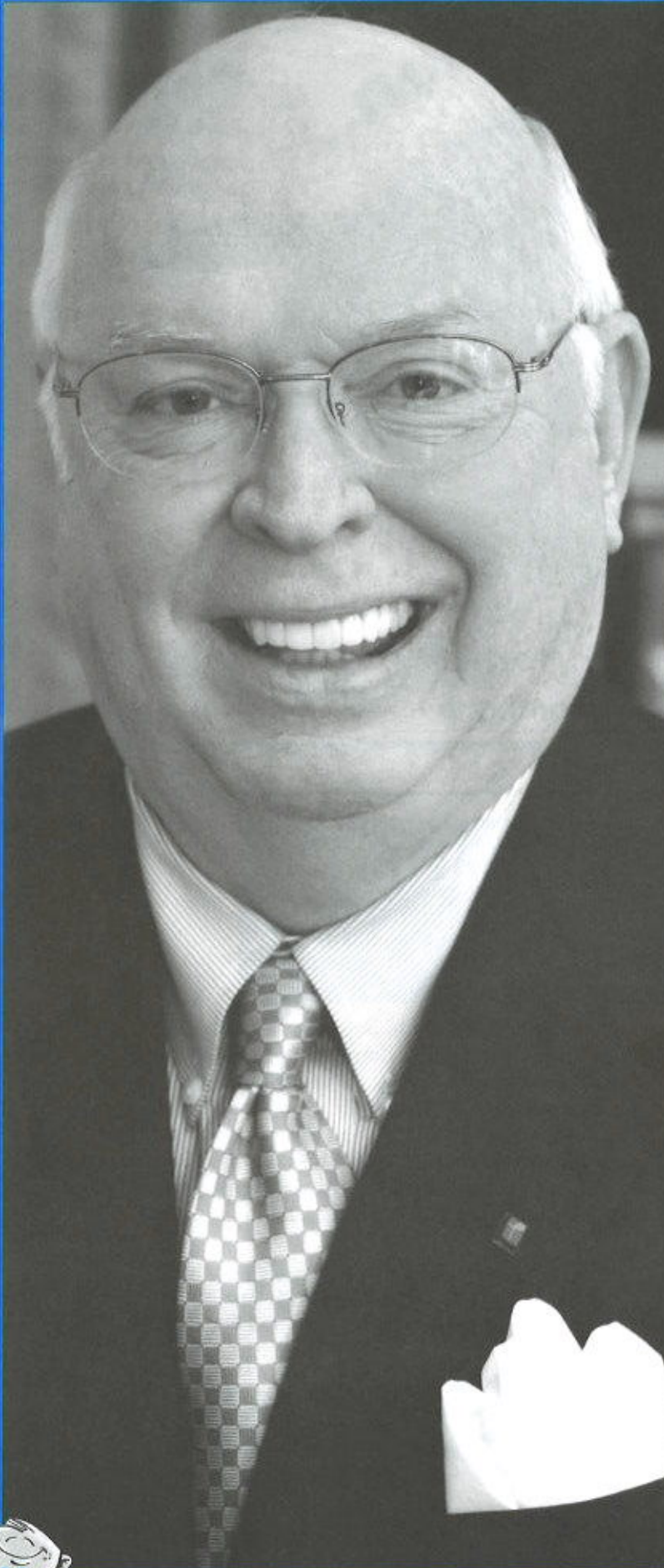
## There's A Place Where Talent Takes The Stage This Summer.

A place where history is being made. It's the annual Bill Riley State Fair Talent Competition, sponsored by USBank. It's your chance to celebrate the history of Cedar Falls at the Sturgis Falls Celebration. Got a little rhythm? A voice that wants to be heard? Toes that won't stop tappin'? It's your chance to be a star for the day. Bow to the applause. Everyone's invited to kick up their heels or just take a seat and watch a truly talented bunch.

When: Friday, June 23 at 7:15 pm  
Where: Overman Park Stage  
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# BUD LIGHT

## LOUNGE

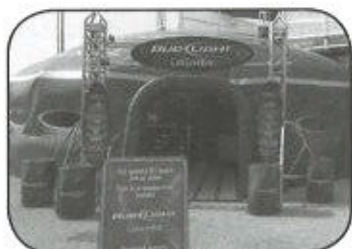


BUD LIGHT LOUNGE

### VEHICLE FACT SHEET

#### DESCRIPTION

The new Bud Light Lounge is Anheuser-Busch's premier mobile marketing vehicle providing guests 21 and older a hip, engaging, highly interactive hospitality experience. A domed air-supported structure is paired with state-of-the-art hydraulics, electronics, audio and video to transform a single 53' trailer into a 3,510 sq. ft., multi-level, multi-room brand experience. The Bud Light Lounge is a climate-controlled oasis offering complimentary Bud Light draught beer samples (where legal), music videos and experiential activities housed in six distinct entertainment zones. Best of all, the Bud Light Lounge has no admission fee.



ENTRY



BLUE ROOM



FLASH



KICK



SKY DECK



STAGE

#### BUD LIGHT LOUNGE ENTERTAINMENT ZONES

**ENTRY** Guests are greeted by a friendly host/hostess.

**BLUE ROOM** A domed climate-controlled, air-supported hospitality structure features samples of cold Bud Light (where legal). The glowing sampling bar, modern furnishings and pulsing music videos on plasma TVs immerse guests in a club-like atmosphere.

**FLASH** A complimentary green screen photo opportunity allows 1-4 guests to pose for 2 still photos. The images are merged into a moving picture (using 2-flip animation) creating a unique take-home luggage tag (where legal).

**KICK** Dynamic, glowing Bud Light images project onto a reactive video floor where guests can literally thump or kick the images affecting them with realistic physics. This sensory-overload area also features multiple flat-panel screens displaying music videos, visual animations and a full-size infinity mirror.

**SKY DECK** Serving as both a public lookout and VIP lounge, this partially covered area also allows guests to sightsee via Skyscope telescope and enjoy sports broadcasts/music videos on a 50" plasma TV.

**STAGE** A Karaoke, live music and performance area, supported by a giant LED screen, helps the crew to highlight audience participation activities, contests and celebrity appearances.



This is the famous Budweiser beer. We know of no brand produced by any other brewer which costs so much to brew and age. Our exclusive Beechwood Aging produces a taste, a smoothness and a drinkability you will find in no other beer at any price.



**Budweiser**  
KING OF BEERS.  
Our original all natural process  
of Rye and Best Barley Malt

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**Budweiser**

THIS IS BUDWEISER. THIS IS BEER.

# Ripple

# effect!



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