



STURGIS FALLS



47th

Cedar Falls, Iowa

JUNE 23<sup>rd</sup> - 25<sup>th</sup> 2023





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# 47TH ANNUAL STURGIS FALLS CELEBRATION 2023



Arts & Crafts Fair Vendors & Information .....	24
Carnival Information .....	16
Celebrity Grand Marshal .....	4
Cornerstone Award .....	3
Cover Artist .....	2
First Aid.....	14,21
Food Vendors .....	14,15
Gateway Market Vendors.....	10
Gateway Park Live Music Schedule .....	18,19,20
Gateway Park Activities .....	10
Grand Marshal.....	3
Host and Hostesses .....	2
Index of Advertisers.....	25
Kidsway Activities & Events.....	11
Maps of the Parks.....	14,15
Overman Park Band Shell Schedule of Events.....	10
Parade Route & Information .....	12,13
Parade Trophy Sponsors .....	13
Scholarship Recipients .....	5
Sturgis Falls Celebration Sponsors.....	23
Sturgis Falls Picture Collage.....	26,27
Sturgis Falls Community Donations .....	Back Cover

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

**Sturgis Falls Celebration**  
P.O. Box 771 • Cedar Falls, IA 50613  
[info@sturgisfalls.org](mailto:info@sturgisfalls.org)



**STURGIS  
FALLS**

**CELEBRATION!**

**CEDAR FALLS, IA**



**Program Guide Design and Layout by  
Rick King**

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.

Schedule Subject to Change

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Printing by Woolverton, Cedar Falls, IA





# 2023 Host & Hostesses

*Bill and Kim Salmon*



They're a well-known and highly regarded couple with deep impact on the Cedar Falls community over several decades.

Bill is a Cedar Falls native who excelled in high school athletics: an all-state pick in basketball and all-conference in baseball, not to mention a standout quarterback recruited to play for UNI. There, Bill started for three seasons (1973-75), setting many offensive records as he threw for 4,234 regular season career yards and gained 5,731 yards in total offense. In his senior season, he was named North Central

Conference MVP, first team all-conference and third team All- America. UNI inducted Bill into the Panther Hall of Fame in 2001.

The Minnesota Vikings drafted Bill in the 10th round in 1976 but an off-season injury sidelined his playing career. He became an effective coach instead, calling that a great career decision because he loved working with kids – and he had an exceptional relationship with his players. Bill coached under Terry Allen from 1983-96 and served on his staff at Kansas for five seasons, then returned to UNI as associate head coach and offensive coordinator, coaching in the 2005 National Championship. Bill retired from a long and successful coaching career in 2017. Kim Salmon helped hundreds of residents make successful moves to Western Home Communities, where she worked both before and after the couple's move to Kansas. Starting in 2001, Kim marketed the newly built

communities of Windcove and Windridge with 75 apartments each, along with dozens of new villas and townhomes. "The work that Kim did here was more than a job, it was a calling. She recognizes her God-given gifts and used them to add value to residents, employees and family members," says Chief Operating Officer Jerry Harris. "It didn't matter what title she had or what she was asked to do; Kim put it all together."

Kim's favorite part of the job was building deep and lasting relationships with those new residents, many of whom became dear friends. She loved watching new friendships develop among the people who moved onto the same street or into the same building. And she loved having fun along the way – she was always up for anything that involved residents, from going to UNI basketball games, attending socials, golfing, walking in parades, dancing at events and more.



## 2023 Cover Artist

*Emerson Ladage*

Emerson Ladage is a 10-year-old who just finished 4th grade at Hansen Elementary. She loves being creative and was thrilled with the opportunity to design a logo for the Sturgis Falls celebration. Outside of art projects, Emerson enjoys reading, running, playing volleyball and spending time with her family including her Dad (Zach), Mom (Nikki), Brother (Logan, 7), pet Golden-doodle (Charlie) and grandparents.

Emerson has enjoyed attending Sturgis Falls in

the past. Her favorite memories are being part of the parade with Blessed Beginnings and attending Prairie Lakes Church outdoor service. This year she looks forward to spending more time exploring everything the Sturgis Falls celebration has to offer. She is grateful to be chosen as this year's artist to represent the theme of 2023, "The Crown Jewel".



# 2023 Grand Marshal

*Dave Deaver*



A member of the Cedar Falls Class of 1970 and a graduate of the University of Northern Iowa. Dave Deaver built a career in banking and serving the Cedar Falls community.

As President, he helped re-found the First

National Bank of Cedar Falls, now First Bank. He was also involved in founding the Cedar Falls Schools Foundation and the transition of the Cedar Falls Civic Foundation into a Community Foundation. Dave's commitment to Cedar Falls and his acts of community service is endless and has been evident through his involvement and passion for bringing community together. From political campaigns to Youth Basketball teams, Dave Deaver has reached out and touched many lives (and hearts) in the Cedar Falls Community.

His involvement reaches beyond the Cedar Falls community and over the years, Dave has given countless hours and his energy to several local entities and organizations; the Cedar Falls Schools (Passing the New High School Referendum); Lions Club; Cedar Falls Library Trustees (Building New Library); Cedar Falls Community Theatre; Waterloo/Cedar Falls Symphony (building the Gallagher Bluedorn Performing Arts Center); the Chamber of Commerce Ambassadors; Community Main Street (Downtown Streetscape); NewAldaya

Lifescapes (Building a Memory Care Unit); his church and the banking industry.

Dave was Co-Chair of the 2000 Cedar Falls Community Strategic Plan, 2005 Cedar Valley United Way Campaign Chair and instrumental in the development of the Grow Cedar Valley Alliance. His commitment to the Cedar Falls community earned him the 2010 Cedar Falls Representative Citizen of the Year Award.

Even after retiring from First National Bank in January 2015, Dave continues to be involved in the community as he currently serves as Board Chair of Cedar Valley TechWorks, MercyOne of Northeast Iowa and as a member of the Cedar River Recreation Project support team.

Everyone loves a parade so Deaver spent two decades leading the Sturgis Falls Parade Float Judging. Dave, his wife Jan and their two daughters Kate & Meg love Cedar Falls. A Place "Where everyone knows his name."

# 2023 Cornerstone Award

*2nd Marine Aircraft Wing Band 2023*

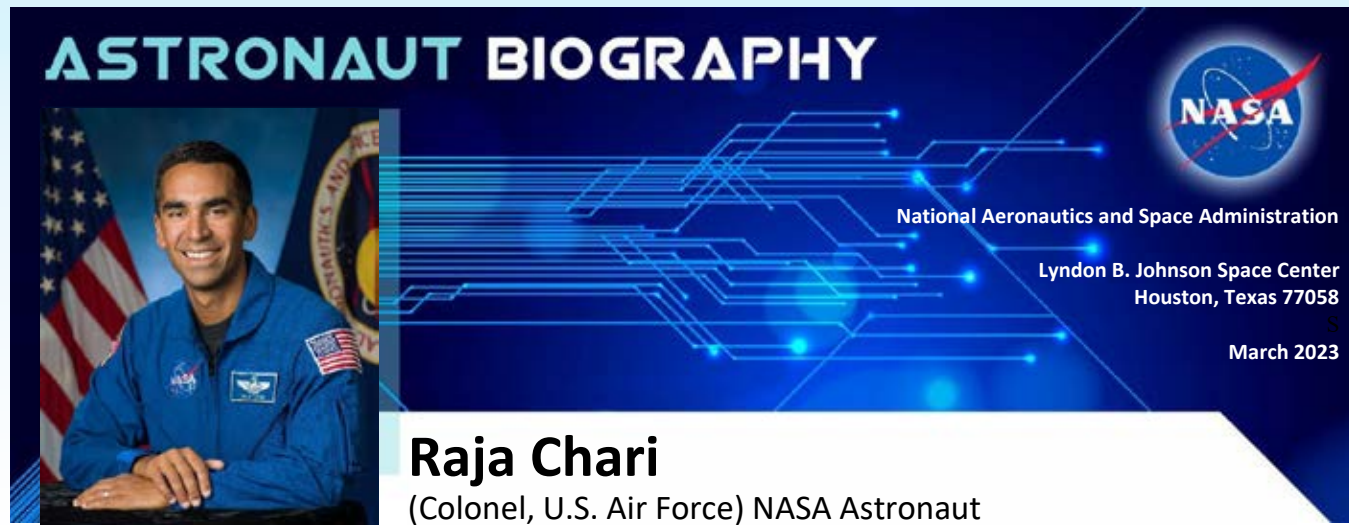


The 2nd Marine Aircraft Wing was commissioned on July 19, 1941 at Naval Air Station San Diego, CA. At the outbreak of the Second World War, the Wing had squadrons based at San Diego, Hawaii, Wake Island, and on the aircraft carriers Lexington and Saratoga. Throughout the war, 2nd

MAW participated in many of the major engagements in the Pacific Theater including Midway, Guadalcanal, Saipan, Tinian, Guam, and Okinawa. Since April of 1946, 2nd Marine Aircraft Wing has been located at Marine Corps Air Station Cherry Point, North Carolina. Since 1941, 2nd Marine Aircraft Wing Band has supported the Wing by performing at over 50,000 events including both military and civilian ceremonies, formal concerts, community celebrations, parades, military tattoos, festivals, and public relations tours. The band has received numerous Certificates of Commendation and unit citations from the Commandant of the Marine Corps for excellence in its performance of duty. Consisting of approximately 50 Marine Musicians, 2nd Marine Aircraft Wing Band is a highly trained and versatile musical organization. The band is capable of performing in a multitude of settings, from its primary mission as a Ceremonial Band to other ensembles such as Concert Band, Rock Band, Jazz Combo, Brass and Woodwind.



# 2023 Celebrity Grand Marshal



## Summary:

Raja Chari was selected by NASA to join the 2017 Astronaut Candidate Class. He reported for duty in August 2017. The Iowa native graduated from the U.S. Air Force Academy in 1999 with a Bachelor's Degree in astronautical engineering and engineering science. He continued on to earn a Master's Degree in aeronautics and astronautics from Massachusetts Institute of Technology and is a graduate of the U.S. Naval Test Pilot School. He served as commander of the NASA SpaceX Crew-3 mission to the ISS, which launched on November 10, 2021. He served on the International Space Station as part of Expedition 66 and 67 before returning to Earth May 6, 2022, completing the agency's third long-duration commercial crew mission. The international crew of four spent 177 days in orbit.

## Personal Data:

Born in Milwaukee, Wisconsin, Chari was raised in Cedar Falls, Iowa. He is married to Holly Schaffter Chari, also a Cedar Falls native, and the couple has three children.

## Education:

Graduated from Columbus High School in Waterloo, Iowa. Earned a Bachelor's Degree in astronautical engineering from the U.S. Air Force Academy in Colorado. Earned a Master's Degree in aeronautics and astronautics from the Massachusetts Institute of Technology, in Cambridge, Massachusetts. Graduated from the U.S. Naval Test Pilot School in Patuxent River, Maryland. Graduated from US Army Command and General Staff College in Fort Leavenworth, Kansas.

## Experience:

At the time of his selection in June 2017, Chari was a Colonel select in the U.S. Air Force, serving as the Commander of the 461<sup>st</sup> Flight Test Squadron and the Director of the F-35 Integrated Test Force. He has accumulated more than 2,500 hours of flight time in the F-35, F-15, F-16, and F-18 including F-15E combat missions in Operation Iraqi Freedom and deployments in support of the Korean peninsula.

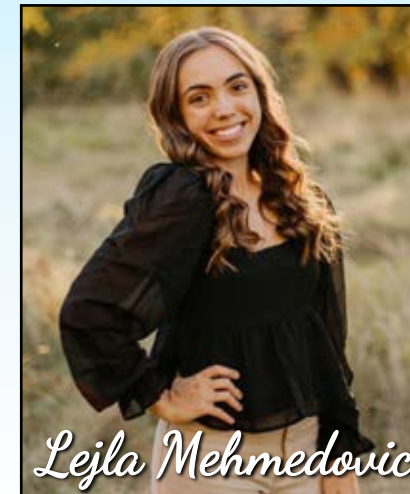
## NASA Experience:

Chari reported for duty in August 2017 and completed two years of training as an Astronaut Candidate. He then served as the Director of the Joint Test Team for the NASA Commercial Crew Program. He served as commander of the NASA SpaceX Crew-3 mission to the ISS, which launched on November 10, 2021. He served as a flight engineer aboard the International Space Station for 177 days in orbit. During his time on the Space Station he performed two spacewalks and helped in capturing and releasing three SpaceX Dragon spacecraft and two Cygnus cargo vehicles.

## Awards/Honors:

Awarded the Defense Meritorious Service Medal, the Meritorious Service Medal, the Aerial Achievement Medal, the Air Force Commendation Medal, the Air Force Achievement Medal, an Iraq Campaign Medal, a Korean Defense Service Medal and the Nuclear Deterrence Operations Service Medal. Named distinguished graduate from the US Air Force Academy, Undergraduate Pilot Training, and the F-15E Formal Training Unit. Awarded the NASA Distinguished Service Medal, and the NASA Space Exploration Medal.

# 2023 Scholarship Recipients



Lejla Mehmedovic, daughter of Ramzija and Almir Mehmedovic of Cedar Falls, is a 2023 graduate of Cedar Falls High School. Lejla achieved a cumulative 4.19 GPA. During her career at Cedar Falls, Lejla stayed very involved in activities. She volunteered at local hospitals, was in several sports, and church and mosque activities.

When not in sports or working on school work, Lejla works part time and is involved in several extracurricular activities. She is in the Cultural Diversity Club, Photography Club, Mentors in Violence Prevention, and Student Senate to name a few! In her free time, Lejla enjoys spending time with her younger siblings. She enjoys seeing them grow up and interact with the world. Lejla hopes to continue to "be an important influence and positive role model in their learning endeavors".

This fall, Lejla will be attending Carleton College with a double major in Chemistry and Linguistics. Lejla has a passion for learning language and as of today is able to speak six languages! She is hoping to add German and Chinese to her language "bank" some day.

Lejla has attended Sturgis Falls Celebration before, but her favorite memory has been taking her younger sister, Nejla, two years ago. She had great joy in seeing her sister so excited and overwhelmed with all the food, people, and activities!



Matthew Corrigan, son of Dan and Stacy Corrigan, is a 2023 graduate of Waterloo West High School. While attending West, Matthew showed strong ambition and work ethic by maintaining a 3.87 GPA all while being involved in church, athletics, Boy Scouts, and participating in Hawkeye Community College's dual enrollment program.

Besides staying busy with school activities, Matthew works part time and volunteers at MercyOne. In his freetime, he enjoys spending time with his parents, brother, and friends and being outdoors camping and fishing. This fall Matthew will be attending the University of South Alabama and double majoring in Biology and Chemistry. He plans to serve others through a career in the medical field. His past work at the Western Home Communities, showed him that "helping others and being part of something bigger is a core part" of who he is.

Matthew attended Sturgis Falls Celebration starting at a young age and even helped with his Boy Scout troop. His favorite memories from past celebrations are attending the events with a turkey leg in hand.





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# 1<sup>st</sup> ANNUAL ODD FELLOWS CHARITY DISC GOLF DOUBLES TOURNAMENT

Your donation will support NF2 rare disease research in honor of a Cedar Falls teen.

**BIG WOODS LAKE DGC**  
**Sunday, June 25 2023**

Sign in 12 pm / Tee off 1 pm

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**\$45**

PER PERSON

Includes:

2 custom designed discs

Entry into overall payout

ACE Fund

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Visit [cfhistory.org](http://cfhistory.org) for more information.



**Visit the  
Ice House  
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**Saturday, June 24  
Noon—8 pm**

**Sunday, June 25  
Noon—4 pm**

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# TOUR DE STURGIS FALLS RIDE



**JUNE 24**  
8:30 a.m. | \$10 per rider  
25- and 50-mile routes  
Cedar Falls Rec Center  
[www.ridecvc.org](http://www.ridecvc.org)

**CEDAR VALLEY CYCLISTS**



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**Thanks, Sturgis Falls Celebration.**  
I love being here to help in a community where people are making a difference every day. Thank you for all you do.

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**Alumni, Friends, Family, Former Faculty & Staff of Price Laboratory School**

**Join us for our annual events!**

**Thursday Night Social**  
June 22 5-8pm  
Pheasant Ridge Club House  
3205 W 12th St Cedar Falls

**All School Reunion Picnic**  
Saturday, June 24 Noon - 3pm  
Schindler Education Center  
UNI Campus - \$5 per person



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# 47th Annual Sturgis Falls Schedule Of Events 2023



ALL EVENTS ARE  
**FREE OF CHARGE!**



## Kidsway Activities & Entertainment



ALL EVENTS ARE  
**FREE OF CHARGE!**

### OVERMAN PARK BAND SHELL STAGE • LIVE MUSIC

#### FRIDAY, JUNE 23RD

11:30 - 1:00pm • Raja Chari - NASA  
1:30 - 2:30pm • Ahmad Madlock  
2:45 - 3:45pm • David Woods  
4:00 - 5:00pm • Doo Wops  
5:15 - 5:45pm • SFC Children's Choir  
6:00 - 6:20pm • Opening Ceremony  
6:30 - 7:30pm • Bill Riley Talent Competition  
7:45 - 8:15pm • CF Community Theatre



#### SATURDAY, JUNE 24TH

12:00 - 1:00pm • Music Hill Studio  
1:00 - 1:15pm • Talent Competition Winners  
1:30 - 2:30pm • Marine Aircraft Wind Band Ensemble  
2:45 - 3:45pm • Michael Lefebvre & The Favorites  
4:00 - 5:00pm • Milk & Honey  
5:00 - 5:45pm • Marine Band Set-up  
5:45 - 6:45pm • Mick Staebell  
7:00 - 8:00pm • 2nd Marine Aircraft Wing Band Cherry Point NC

#### SUNDAY, JUNE 25TH

11:00 - Noon • Heartland Vineyard Church  
12:15 - 1:15pm • Crystal Weber  
1:30 - 2:30pm • Carter Guse  
2:45 - 3:45pm • Jim & Dave  
4:00 - 5:00pm • Cedar Falls Municipal Band

ALL EVENTS ARE  
**FREE OF CHARGE!**

### GATEWAY PARK • LIVE MUSIC

#### FRIDAY, JUNE 23RD

3:30pm - 5:00pm • Bad Habits Band  
5:30pm - 7:00pm • The Fabulous Truetones  
7:30pm - 9:00pm • The Schmidt Brothers  
9:30pm - Midnight • Arch Allies

ALL EVENTS ARE  
**FREE OF CHARGE!**

#### SATURDAY, JUNE 24TH

12:30pm - 1:45pm • Ace Jones  
2:15pm - 3:30pm • Never The Less  
4:00pm - 5:15pm • Snozzberries  
5:45pm - 7:00pm • Sideshow Bob  
7:30pm - 9:30pm • Stackhouse  
10:00pm - Midnight • Sixteen Candles

#### SUNDAY, JUNE 25TH

2:00pm - 3:30pm • Solid Ground  
4:00pm - 5:30pm • Heath Alan  
6:00pm - 8:00pm • Bob Dorr & Friends Featuring Jeff Petersen



### GATEWAY PARK • ACTIVITIES

#### THURSDAY, JUNE 22ND

5:00pm - 11:00pm • Merriam's Midway Shows, Inc. (Rides)

#### FRIDAY, JUNE 23RD

1:00pm - 10:00pm • Gateway Market  
1:00pm - 11:30pm • Merriam's Midway Shows, Inc. (Rides)

#### SATURDAY, JUNE 24TH

10:00am - 10:00pm • Gateway Market  
10:00am - 11:30pm • Merriam's Midway Shows, Inc. (Rides)

#### SUNDAY, JUNE 25TH

10:00am - 5:00pm • Gateway Market  
1:00pm - 10:00pm • Merriam's Midway Shows, Inc. (Rides)



### GATEWAY MARKET • VENDOR LIST

Iowa Chill • Willistrations • Josina Supply • Hongwei Enterprises • Ma Turtles Curiosities  
Shelter Insurance • Quechua Crafts • Kills Arts • The Pink Sheep Bahhhtique • CFD Accesories  
Army National Guard • US Cellular

### Kidsway Stage Entertainment

#### Friday, June 23rd

12:30-1:00pm • Eric Michaels, Magician  
1:30-2:00pm • Story time with Cedar Falls Library  
2:30-3:00pm • Heinz Dance Academy Performing Arts  
3:30-4:00pm • Kindermusik  
4:30-5:00pm • Eric Michaels, Magician  
4:45-5:00pm • Children's Parade - Meet at Lincoln School  
Sponsored by Lincoln Savings Bank  
5:00pm • Costume Contest Winner's Announced  
Sponsored by Brad Jacobson of State Farm

#### Saturday, June 24th

Noon-12:30pm • Story time with Cedar Falls Library  
1:00-1:30pm • Hartman Reserve - Wildlife of Iowa with live animals  
2:00-2:30pm • Eric Michaels, Magician  
3:00-3:30pm • Raja Chari - NASA Astronaut  
4:00-4:30pm • Kinetic Entertainment with Laura Ernst  
5:00-5:30pm • D2G SocaFit Dance Fitness with Daphine

#### Sunday, June 25th

11:00-11:30pm • Eric Michaels, Magician  
12:00-12:30pm • Hartman Reserve - Wildlife of Iowa with live animals  
1:00-1:30pm • Story time with Cedar Falls Library  
2:00-2:30pm • Heinz Dance Academy Performing Arts  
3:00-3:30pm • Eric Michaels, Magician

**\*\*Willie S. Wonderful will be walking around at misc times. You can find him under the Big Top and around the Park**  
Sponsored by Hy-Vee & Veridian Credit Union

**NEW!** "Family Comfort Station" where mamas can breastfeed, pump or bottle feed their babies as well as a clean space for diaper changes. Comfy chairs, shaded tent, a fan, snacks, and ice cold water are provided for families to come and cool down.  
Located at the end of The Kidsway Tent!  
Sponsored by Guiding Star Cedar Valley

### Kidsway Tent Activities

#### Friday, June 23rd

12:00-4:00pm • Home Depot  
12:00-5:00pm • Street Chalk  
12:00-5:00pm • Lego Table  
12:00-5:00pm • Mega Connect Four Game  
12:00-5:00pm • "Zounds" the Clown - Balloon Artist  
12:00-5:00pm • Fun with Bubbles - The Grout Museum  
Sponsored by Western Home Communities  
4:45-5:00pm • Children's Parade - Meet at Lincoln School  
Sponsored by Lincoln Savings Bank  
5:00pm • Costume Contest Winner's Announced  
Sponsored by Brad Jacobson of State Farm  
5:15pm • Big Wheel Race  
Sponsored by Bike Tech

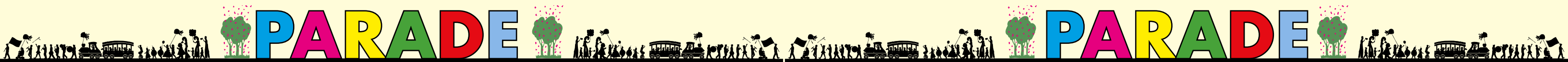
#### Saturday, June 24th

11:30-4:00pm • Hearst Center Tie-Dye Art Activity  
11:30-5:00pm • Fun with Bubbles - The Grout Museum  
Sponsored by Western Home Communities  
12:00-5:00pm • Street Chalk Drawing  
12:00-5:00pm • Lego Table  
12:00-5:00pm • Mega Connect Four Game  
12:00-5:00pm • "Zounds" the Clown - Balloon Artist

#### Sunday, June 25th

11:00-3:30pm • Hearst Center Face and Arm Painting  
Sponsored by Hy-Vee and Veridian Credit Union  
11:00-3:30pm • Street Chalk Drawing  
11:00-3:30pm • Lego Table  
11:00-3:30pm • Mega Connect Four Game  
11:00-3:30pm • "Zounds" the Clown Balloon Artist  
11:00-3:30pm • Robotics





### Children's Parade - 4:30pm Friday, June 23rd

- 4:30pm Annual Children's Parade (costume judging at Lincoln School, 321 W.8th St.)
- 4:45pm Parade begins, led by Sturgis Falls Coloring Contest Winner

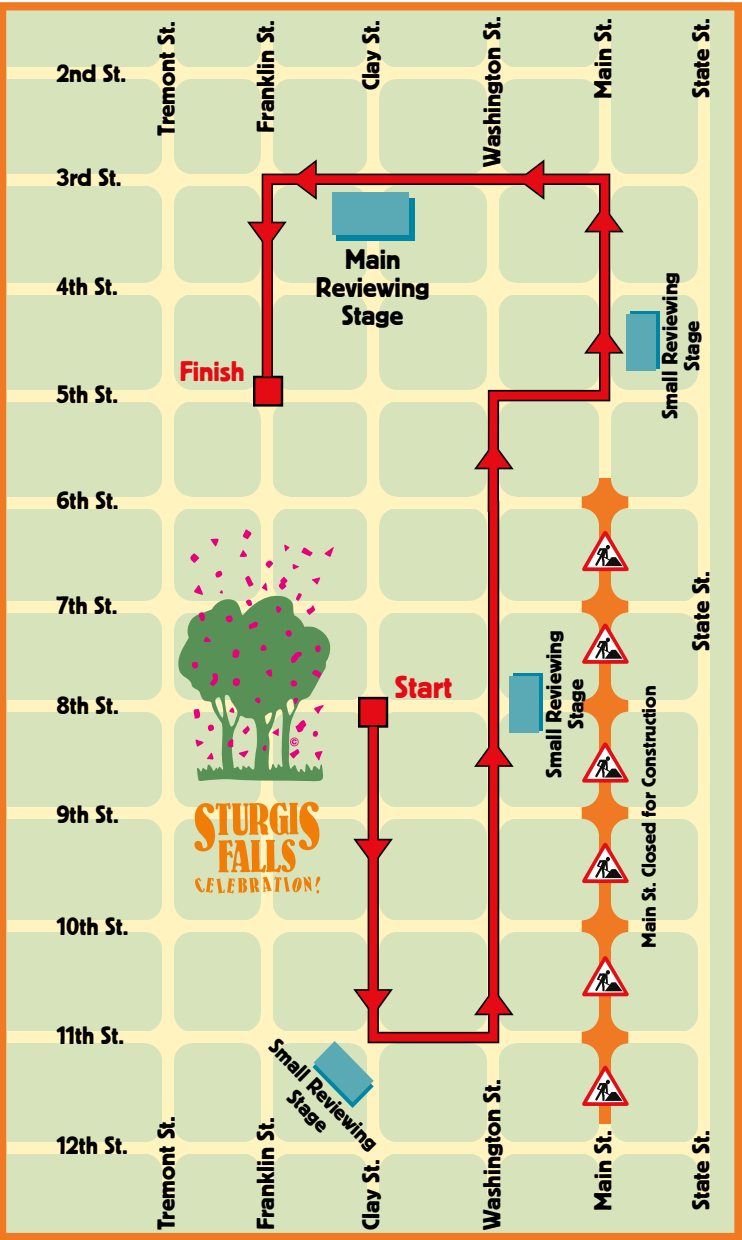
### Main Parade - 10:00am Saturday, June 24th

- 9:30am Annual Parade (Dignitary procession to main reviewing stand)
- 10:00am Parade route starts at 8th Street & Clay Street and ends at 5th Street & Franklin Street. (See map)

\*Parade Route is for Main Parade



### Sturgis Falls Parade Route



### Parade Staging Map Streets Closed 6am - Noon Saturday, June 24th



**GRAND MARSHAL'S TROPHY - \$500 Prize**  
Most outstanding float in the Parade.  
Sponsored By:  
**Brad McCuniff State Farm**

**TOM KLEKUK AWARD - \$250 Prize**  
Most creative float in the parade.  
Sponsored By:  
**Cedar Falls Pizza Ranch**

**WILLIE S. WONDERFUL TROPHY (YOUTH FLOAT) - \$250 Prize**  
Most outstanding float created by a youth group or organization.  
Sponsored By:  
**Taylor Veterinary Hospital**

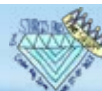
**STURGIS FALLS TROPHY - \$250 Prize**  
Most outstanding non-float entry.  
Sponsored By:  
**The Pump Haus**

**PEOPLE'S CHOICE TROPHY - \$250 Prize**  
Best float illustrates one of the following themes:  
Patriotic, Historical, Humorous, Spiritual Life or Parade Enthusiasm.  
Sponsored By:  
**Viking Pump**

**CEDAR FALLS UTILITIES AWARD \$250 Prize**  
Best float representing Cedar Falls.  
Sponsored By:  
**Cedar Falls Utilities**

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- UNI • First Bank • Shade Creations • Brad McCuniff State Farm • Western Home Communities
- The Black Hawk Hotel • Casey's General Store • C.F. Utilities • Martin Brothers • Martinson Construction
- North Shore Boat Club • Pizza Ranch • The Pump Haus • Stam Chocolaterie • Taylor Veterinary Hospital
- Viking Pump • Target • The Brass Tap • Splendore Medical Spa • John Charles Salon • Vision Hair Studio
- Brummel Madsen Insurance • The Other Place on Main • Geode Public Relations • Montage









# Merriam's

Proud to be a part of the

**Sturgis Falls Celebration**

**4 Big Days at Gateway Park**

## Ticket Prices:

- Each ride cost 3, 4 or 5 tickets per ride as posted.
- **Single tickets:** \$1.00 each
- **Bonus Pack**  
18 Tickets for \$15.00  
50 tickets for \$35.00
- **Wristband Specials – Unlimited Rides during assigned times**  
\$20.00 – Thursday 6:00 to 11:00 p.m.  
\$20.00 – Friday 6:00 to 11:00 p.m.  
\$20.00 – Sunday 1:00 to 7:00 p.m.



*Super Kiddie Rides.  
Great New Games.  
Spectacular Rides.*

### Thursday

5:00 p.m. – 11:00 p.m.  
\$20 Wristband Special from  
6:00 p.m. – 11:00 p.m.

### Friday

1:00 p.m. – 11:30 p.m.  
\$20 Wristband Special from  
6:00 p.m. – 11:00 p.m.

### Saturday

11:00 a.m. – 11:30 p.m.  
\$20 Wristband Special from  
Noon – 5:00 p.m.  
6:00 p.m. – 11:00 p.m.

### Sunday

1:00 p.m. – 10:00 p.m.  
\$20 Wristband Special from  
1:00 p.m. – 7:00 p.m.

**Merriam's Midway Shows, Inc.**  
Dale W. Merriam, Pres. – Gen. Mgr.  
2048 E. Golf Ave.  
Tempe, Arizona 85282  
(602) 838-7421

**Winter Quarters:**  
20250 Kinney Rd.  
Somerset, Texas 78069  
(210) 701-4015

*Providing America's Premier Midway*

## OVERMAN PARK INFORMATION BOOTH



### T-SHIRTS - PROGRAM BOOKS - TRI-FOLDS

Stop by our merchandise/Information tent and let us know if we can answer any questions for you and be sure to pick up a free program book or free pocket sized Tri-fold with all of our scheduled events for the festival and don't forget to grab one of this years "The Crown Jewel" T-Shirts for yourself or even the whole family!



# SHORELINE

## SHIRTS & PRINTING

CUSTOM SHIRTS • PRINTING • DESIGN

[www.ShoreLineShirts.com](http://www.ShoreLineShirts.com) 319.290.0028



Find Us On  

T-Shirts/Sweatshirts • Logo/Shirt Design • Banners  
Challenge Coins • Signs • Decals • Patches • Coffee Mugs







# GATEWAY PARK

FRIDAY, JUNE 23



# GATEWAY PARK

SATURDAY, JUNE 24



3:30 PM - 5:00 PM



## BAD HABITS BAND

Sponsored By:

Good Lookin' Salon • Fester's Pub • Sac's Hungry Charlie's Lunchbox Deli & Food Truck

7:30 PM - 9:00 PM



## THE SCHMIDT BROTHERS

Sponsored By:  
Oakridge Realty



5:30 PM - 7:00 PM



## THE FABULOUS TRUTONES

Sponsored By:  
Lincoln Savings Bank • Title Services

9:30 PM - MIDNIGHT



## ARCH ALLIES

Sponsored By:  
Viking Pump

12:30 PM - 1:45 PM



## ACE JONES

Sponsored By:  
Wells Fargo

4:00 PM - 5:15 PM



## SNOZZBERRIES

Sponsored By: Oakridge Real Estate  
Bobby Q's BBQ - Bobby Quang • The Shop - Tim Butler

7:30 PM - 9:30 PM



## STACKHOUSE

Sponsored By:  
Community National Bank

2:15 PM - 3:30 PM



## NEVER THE LESS

Sponsored By: ShoreLine Shirts • SERVPRO  
CF Karate Club • Pratt's Pest Control

5:45 PM - 7:00 PM



## SIDESHOW BOB

Sponsored By:  
Inspired Real Estate • The Hidden Acre

10:00 PM - MIDNIGHT



## SIXTEEN CANDLES

Sponsored By:  
Martin Brothers • John & Yuki Block







# GATEWAY PARK

SUNDAY, JUNE 25



2:00 PM - 3:30 PM



## SOLID GROUND

Sponsored By:  
Fosters Incorporated

4:00 PM - 5:30 PM



## HEATH ALLEN

Sponsored By:  
Toads Bar & Grill • The Wild Hare

6:00 PM - 8:00 PM



## BOB DORR & FRIENDS FEATURING JEFF PETERSEN

Sponsored By: L&N Transportation



## MercyOne first aid tent located in Overman Park

(next to the Cedar Falls Municipal Bandshell)

Stop by for treatment of heat-  
related illnesses and minor  
injuries, including cuts and stings.

Your best life. Our one purpose.

**MERCYONE**



## Complete Landscaping Service

Design & Installation • Retaining Walls • Pavers Brick  
Hydro-Seeding & Sodding • Plantings



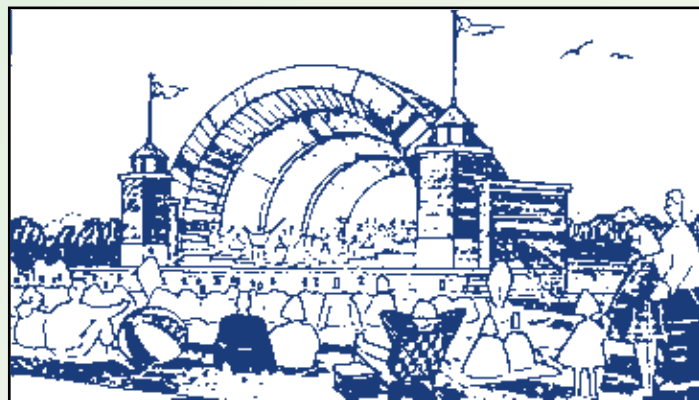
**MATTHIAS**  
LANDSCAPING CO.

319-225-6000

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







## CEDAR FALLS MUNICIPAL BAND

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

Come listen to free outdoor concerts from our beautiful band shell in Overman Park every Tuesday evening at 7:30, June-July! Enjoy "Twilight Serenade" music performed by forty-five talented musicians playing everyone's favorite tunes! Rotary Club popcorn & beverages, easy parking & access, restrooms, pre-show entertainment, feature soloists, and more. August Ensembles Concert Series continues on Tuesdays, 7:00pm.

## GREAT FUN FOR ALL!

Tax-deductible donations welcome at: Friends of CF Band, P.O. Box 144, Cedar Falls, IA 50613. Thank you!



## Lions Club Pancakes

Sunday, June 25th  
8:00 am - 12:00 noon

New Location:

**St. Patrick Catholic Church**  
**705 Main Street, Cedar Falls, IA 50613**

Adult Tickets: \$7.00 at the door  
8 and under \$3.00 (Pre-School is Free!)  
Sunday, June 25th only

**\$1.00 Off**

Adult ticket with this coupon  
(one coupon per person)



Discover unique, affordable, hassle-free senior home ownership in the beautiful Pinnacle Prairie area of Cedar Falls.



## TOP REASONS TO JOIN US:

No maintenance or repair bills!

Social Opportunities with peers who share similar interests.

More time to do things that matter to you.

Stay active in your own community.



CALL NOW TO GET ON OUR WAITING LIST:

**(319) 277-1533**

Village Cooperative of Cedar Falls

914 Bluegrass Circle, Cedar Falls, IA 50613



## Cedar Falls Woman's Club

Welcoming Private Parties & Events!



*Making Memories Begins Here*

Join us Sunday, June 25th for  
**Lemon Shake-Ups & Concessions**  
On the Front Lawn



**BINGO**  
From 1:00pm to 4:00pm

Sunday

304 Clay St, Cedar Falls, IA, 319.266.1431

www.CedarFallsWomansClub.com



# SPONSORS



OF THE 47TH ANNUAL STURGIS FALLS CELEBRATION

Thank you to all our sponsors, your support is so very important in keeping with the Sturgis Falls mission of a Free Event for your community.

## EXTRA MILE SPONSORS (\$5000+)

MercyOne • Martin Bros Distributing Co. • Mudd Advertising • Shade Creations by Waterloo Aspro Inc. • Dave Sires • Hoffman & Hoffman Trenching Inc. • Benton's Ready Mix Concrete Ronan Industries • Fahr Beverage • City of Cedar Falls

## HOMETOWN HEROES (\$2400+)

Performance Bodies • Viking Pump • Black Hawk Roofing • Next Generation Wireless Rite Environmental • Community Motors • Western Home Communities • Cedar Falls Utilities Electronic Engineering • Service Signing • Cedar Falls Tourism & Visitors Bureau Green State Credit Union • John & Yuki Block • University of Northern Iowa

## MAJOR SPONSORS (\$1500+)

Lincoln Savings Bank • L & N Transportation • Bill Colwell Ford • CNC Works • Hy-Vee Cedar Ridge Distillery • Veridian Credit Union

## FESTIVAL FANATICS (\$500+)

New Aldaya • Title Services Company • Prairie Lakes Church • US Bank EyeCare Associates Community Bank & Trust • Brad McCuniff State Farm Agency • First Bank Cedar Village Community • JBL Tree Service • The Hidden Acres • Inspired Real Estate ServPro of Black Hawk County

## CELEBRATION SUPPORTERS (UP TO \$500)

Taylor Veterinary Hospital • Pizza Ranch • Bank Iowa • Cedar Falls Kwik Trip • Black Hawk Hotel Cedar Valley Veterinary Center • Casey's General Stores • Financial Designs • The Bonsall Family Europa Cycle & Ski • ICM Financial • Tom Herzmann-Oakridge Realtors • Stam Chocolaterie Brad Jacobson State Farm Agency • The Horny Toad/ The Wild Hare • Cedar Falls Municipal Band Cedar Valley Eye Care • Visions Hair Studio • Cedar Falls Booster Club • Martinson Construction Lions Club • Cedar Valley Cyclists • Cedar Falls Schools Foundation • Whiskey Junction • Kelly Dunn Bobby Q's Hawaiian • Brooklyn Botanic Garden • D & J Oil Co • Bob's Guitar • Blue Barn BBQ The Pump Haus Pub & Grill • North Shore Boat Club • Target • The Brass Tap • Geode Public Relations Montage • Brummel Madsen Insurance • Splendor Medical Spa • John Charles Salon The Other Place on Main





### 1210 Extracts

Cooking Extracts

### Ac-cents By Beth

Jewelry & Jewelry Holders

### Advanced Metalwork LLC

Metal Signs, Fire Pits, Sculptures

### Angilstone

Original Oil Paintings, Prints Of Original Paintings In Matted Frame (Sizes 8x10 & 11x14), One Of A Kind Jewelry Made From High-quality Natural Stones & Crystals, Necklaces, Bracelets, Pendants & Earrings

### Art Everyday

Pottery/ceramics - Mugs, Bowls, Vases, Casserole Dishes, Cups, Mugs W/ Gnomes, Quotes, Bicycles, Iowa Shape Or Animals On Them

### Backyard Flavors

Dip Mixes & Beer Breads

### Blue Lily Creations By Candida

Jewelry, Wind Chimes. Plates, Vases, Cake Platters

### Bruce W. Litterer Artist

Original Colored Pencil Artworks, Notecards, & Prints

### C & G Crafts

Home Sewn & Hand Made Craft Items

### Caricatures Unleashed

Caricatures, Frames

### Connie's Calico Creations

Baked Potato Bags, Bowl Buddies, Plastic Bag Dispensers & Pan Handle Covers

### Corn Crib Creations

Distressed Wood & Barn Board Creations - Signs, Birdhouses, Bird Feeders, Wall Hangings, Garden Gates

### Crafts By Melissa

Yard Yahtzee, Jenga, Embroidered Towels & Hotpads, Engraved Wood Signs

### Creative Crafts & More

Sewn Items: Hanging Towels, Microwave Bowls, Potholders, Kitchen Items

### Creative Garden & Gifts

Yard Art, Spinners, Bottle Trees, Etc

### Dire Atrium

Limited & Open Edition Fantasy Art Prints, Original Fantasy Art, Merchandise Ie Mugs, Coasters, Pens Featuring My Original Fantasy Art. Books Featuring My Cover Work For Display Only.

### Dk Soap & Design Studio

Soaps, All Natural Bath & Body Care, Hats, Shirts, Prints, Magnets, Mugs, Headbands, Baby Items

### Echo Valley Metalworks

Metal Work With Powdercoat Finish. Includes Coatracks, Key Holder, Various Signs & Decor, Yard Art/ stakes, Paper Towel Holder, Gnomes, Military, Fire Rings

### Greengranny2014

18 Inch Doll Clothes, Barnwood Frames, Leaf Art, Gourd Art, Wood Clocks

### Hertges Pottery

Hand Made Pottery

### Hippy Dippy Digs

Hand-dyed Textiles- Dresses, Shirts, Purses, Towels, Tanks, Scarves, Sweatshirts, Shorts, Scrunchies Etc

### Jd's Salsa In Seconds

Southwest Seasoning To Make Salsa,dip For Cooking & Bloody Marys

### Jeffalco

Original Art Prints, Original Comics With Music Soundtracks - Called Dreamersecho, Original Nerdy Art, Stickers, Shirts, Buttons, Charms, Merchandise (Everything Is Family-friendly).

### Kathy's Kiln Fired Creations

Kiln Fired Glass Jewelry & Framed Art. Framed Stone Art.

### Knotted Dough & Co

Traditional/artisan Norwegian Kringla

### Kyle R. Shatek

Oak Tables, Cabinets, Trask Can Cabinets, & Shelving

### Legecy Quilts

Aprons, Blankets, Bibs, Burpees, Pillows & Cases, Doll Diapers & Blankets, Crochet Kitchen Towels

### Lost Loon Studio

Garden Art & Gemstone/art Glass Jewelry

### Melander Kreations

Wax Beads, Stamps, & Kits

### Michelle Avery Jewelry

Sterling Silver Jewelry

### Natural Flats

Handcrafted Tables & Desks, Cribbage Boards, Self-published Poetry Book

### Ne la Weavers & Spinners Guild

Rugs, Scarves Etc.

### Oak & Berk

Farmhouse Signs, Graphic Tees, Laser Items (Signs & Keychains)

### Photo Creations By Tj

Photographic Posters, Matted Prints, Framed Prints, Metal Prints, Greeting Cards, Bookmarks

### Pine Creek Crafts

Repurposed Home Decor & Handcrafted Items

### Power Woods & Crafts

Pallet Items, Wood Burnings, Quilts, & Misc Sewn Items

### Promise Road

Glass, Wood, & Metal Jewelry, Glass, Acrylic, Metal & Laser Engraved Wood Home Decor Items Such As Coasters, Cups, Signage & Tabletop & Wall Art (All Designed & Produced By The Owner/artist)

### Rags To Rugs

Rag Rugs, Runners, Placemats

### Rugs From Yesterday

Braided Rugs, Coasters, Trivets, Towels, Dishcloths

### Solid Surface Crafts

Cutting Boards, Cheese Slicers, Bottle Drying Rack & Other Kitchen Items Made From Acrylic Counter Top Material

### Suncreek Jewelry

Handcrafted Beaded & Metal Jewelry

### Sunny Day Creations

Tie-dye & Batik Apparel

### The Collar Lady

Pet Collars, Leashes, Paw Wipes, Kennel Mats, Fleece Dog Toys, Catnip Toys, Food Mats, Misc Accessories

### The Patch

Homegrown Potted Succulents, Homemade Stickers, Tote Bags, Soy Wax Candles, Jewelry, Door Signs, Keychains, Pins

### The Sign Bar

Wood Signs, Wood Planters, Tshirts

### Windy Ridge

Hand Crafted Soap, Lotions, Herbals, Hot/cold Packs, Crochet Towels

### William Glenly

Mushrooms Carved From Deer Antlers

### Yard Engineered Products (Yep)

Yard & Garden Solar Lighting

Brad Jacobson State Farm .....	8	Overman Park Information Tent .....	17
Budweiser .....	Inside Back Cover	Prairie Lakes Church .....	25
Cedar Falls Woman's Club .....	22	Price Lab .....	9
Cedar Valley Cyclists .....	8	ServPro .....	9
CF Municipal Band .....	22	ShoreLine Shirts .....	17
Far Reach.....	8	Sturgis Falls Community Donations.....	Back Cover
Ice House Museum.....	6	Tom Herzmann Oakridge Real Estate .....	7
Lions Club (w/coupon).....	22	University of Northern Iowa .....	5
Matthias Landscaping.....	21	Viking Pump.....	9
MercyOne .....	21	Village Cooperative.....	22
Merriam's Midway (Carnival) .....	16	Western Home Communities .....	Inside Front Cover
Odd Fellows FLT.....	6		

*Come as you are*

# OUTDOOR SERVICES

**JUNE 25 @ 9 & 10:30AM**

CEDAR BASIN MUSIC FESTIVAL  
ICE HOUSE HERITAGE STAGE

Inclement weather, services will  
move to 1907 Viking Road



prairie lakes  
CHURCH

**PRAIRIELAKES.ORG**



CEDAR FALLS • DECORAH • FORT DODGE • GRINNELL  
INDEPENDENCE • NEW HAMPTON • ONLINE • OSAGE







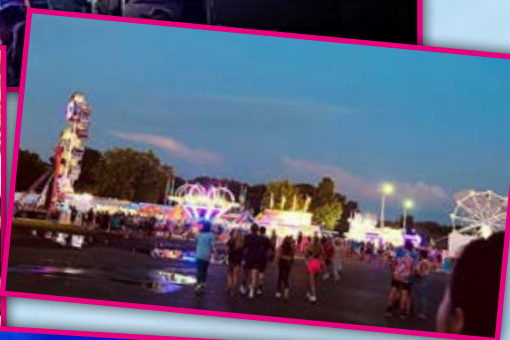
# 47TH ANNUAL STURGIS FALLS CELEBRATION 2023

## OVERMAN PARK

## GATEWAY PARK



## STURGIS FALLS





# SUPERIOR LIGHT BEER

2.6 CARBS



95 CALS



# THIS BUD'S FOR YOU.







# 47TH ANNUAL STURGIS FALLS CELEBRATION 2023



Please Support the Official Sturgis Falls Celebration  
by attending these Gateway Park events.

## Arch Allies



**Friday**  
June 23rd, 2023

## Sixteen Candles



**Saturday**  
June 24th, 2023

## Gateway Park Revenue Inturn Supports:

Bandshell

SFC Parade

Kidsway Tent

USMC Band



## Sturgis Falls Celebrations' Donations to the Community of Cedar Falls

Park Improvements - Infrastructure	\$250,000	Cedar Falls Police & Firemen	\$18,742	CF Senior Center	\$10,000
Overman Band Shell	\$45,000	Cedar Falls Community Center	\$9,000	Peet Jr. High Skateboard Park	\$10,000
CF Rec Center	\$25,000	Gateway Large Shelter	\$10,000	Gateway Park Stage	\$125,000
Scholarships for High School Seniors	\$90,000	CF Tourism Center Conference Room	\$10,000		
		UNI Foundation	\$5,000		
				<b>Total</b>	<b>\$607,742</b>

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