



Name: Cheryl Messerschmidt

Company: Sunrise Retirement Community

Title: HR Director

Special Role in Ambassadors: Volunteer

Chamber Ambassadors since: 1989

WHY I CHOSE TO VOLUNTEER MY TIME TO THE CHAMBER AMBASSADORS:

I am a firm believer in "Pay it forward." If we can do something for someone else, be it time or talent, it is our duty to pass it on. Being an Ambassador, representing my company, gives me the opportunity to thank those that choose to live in Siouxlandh.

FAVORITE ANNUAL SIOUXLAND CHAMBER EVENT:

Chamber Dinner.

ANYTHING ELSE?

Not growing up in Siouxland, it was important to me to have a better understanding of my community and its people. As times have changed as we all have, this has become my home and I am proud to tell everyone what a "great place" this is and to watch many of our families come back to this area.