

Indianola Chamber President Amanda Zwanziger Announces Planned Transition, Citing Personal Calling and Chamber's Strong Momentum

INDIANOLA, Iowa — July 9, 2025 — Amanda Zwanziger, President & CEO of the Indianola Chamber of Commerce, has announced she will not renew her contract at the end of the year, concluding a transformational tenure marked by growth, innovation, and impact. Zwanziger will remain in her leadership role through the end of 2025 to ensure a smooth and strategic transition.

“This decision comes from a place of clarity and purpose,” said Zwanziger. “God is pulling my heart back toward my deeper mission, helping individuals, organizations, and businesses clarify their purpose, overcome barriers, and find growth. I’ve always seen myself as a transformational leader, someone who comes in, innovates, builds, and leaves things stronger than I found them. I feel like I’ve done the work I was meant to do here. Now it’s time for the next leader to take it to the next level.”

Since taking the helm in late 2022, Zwanziger has led a Chamber reinvention that included the addition of value-added services resulting in more than 30% membership growth. She led the launch of the Experience Indianola brand, bringing Indianola exposure to hundreds of thousands of visitors, and transformed the Chamber’s brand and marketing, generating millions of social media impressions for the member-based organization. Under her leadership the Chamber also helped the community secure the prestigious Main Street Iowa designation, attracted numerous tour groups and meetings to the community, and significantly elevated the Chamber’s visibility through partnerships and a series of innovative strategies.

“Amanda’s impact on Indianola can’t be overstated,” said Gretchen Schrock, Chair of the Indianola Chamber Board of Directors. “She brought not only vision and strategy but also heart and hustle. We are incredibly grateful for her leadership and are confident in the strong foundation she’s leaving behind.”

Zwanziger will continue to lead day-to-day operations, staffing, and strategic planning through the remainder of the year, while also advising the Executive Committee on the optimal leadership structure for the Chamber’s future.

“One of Amanda’s greatest strengths is her ability to transform an organization from the inside out,” said Amanda Ripperger, Past Chair of the Indianola Chamber Board of Directors. “Because of her bold thinking and relentless execution, the Chamber is not only stable, it’s thriving.”

Chamber leadership emphasized that the organization is financially strong, strategically aligned, and well-positioned to build upon its momentum in business development, tourism, community engagement, and regional collaboration.

Zwanziger added:

“This has been one of the most meaningful chapters of my professional life. My commitment to this community or the chamber isn’t changing, and I plan to stay engaged in the future. I’m intentionally not finalizing the exact path I’m taking next, but I envision it will be a blend of pursuing my faith calling and continuing to make an impact in this community in some fashion.”

As she reflected on her time with the Chamber, Zwanziger emphasized that the impact has been as personal as it has been professional.

“What’s also hard to put into words is the personal side of this experience, the people I’ve met, the fun we’ve had, the challenges we’ve taken on together, and the community partners who’ve made this work so fulfilling. That part has meant the world to me. I’m not ready to be done with all of that, I’m just ready to be part of it in a different way.”

The Board of Directors will initiate a leadership transition process in the coming months.

“Our next leader will step into an organization that’s energized, connected, and respected across the region,” said Gretchen Schrock, Chair of the Indianola Chamber Board of Directors. “We’re looking for someone who can continue to cultivate strong relationships, champion local business, and build on the momentum we’ve gained.”

For media inquiries or questions, please contact Amanda Zwanziger or Gretchen Schrock.