



chamber

VOLUME 32, EDITION NO. 7 | JULY 2016

# Express



*Over A Century of Service to the Business Community!*

## ■ MEET THE TEAM

### 2016 BOARD OF DIRECTORS

Jeff Gano, President\*  
 Jamie Williams, Vice President\*  
 Craig Downs, Treasurer\*  
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 Michelle Kelly  
 Wayne Lamoureux  
 Holly Larson  
 Jeremy Pritchard  
 Tracy Van Sickle\*  
 Dr. Zach Weisbrod  
 Becky Roorda

\*Executive Committee Members

### EX-OFFICIO

Bob Fisher, Brad Manard, Luke Nelson, Jon Crook

### CHAMBER STAFF

Kurt R. Phillips  
 Executive Director  
 Email: [director@booneiowa.us](mailto:director@booneiowa.us)

### Alyssa Knudsen

Mgr. Programming and Events  
 Email: [events@booneiowa.us](mailto:events@booneiowa.us)

### CONTACT US

The Chamber Express newsletter is published by the  
 Boone County Chamber of Commerce  
 903 Story Street | Boone, Iowa 50036  
 Phone: 515.432.3342 | Fax: 515.432.3343  
[events@booneiowa.us](mailto:events@booneiowa.us)  
[www.booneiowa.us](http://www.booneiowa.us)

## ■ CONTENT

- 3 FROM THE DESK OF THE DIRECTOR
- 4 CALENDAR
- 5 LIST OF EVENTS
- 6 PRESIDENT'S PERSPECTIVE
- 7 OGDEN REPORT
- 8 CRAZY DAY
- 9 BOONE COUNTY FAIR
- 10 MADRID REPORT
- 11 MEMBER SPOTLIGHT/NEW MEMBERS
- 12 AMBASSADORS
- 13 BUSINESS AFTER 5/CHAMBER BENEFIT
- 14 CVB
- 15 BAMA/NEWS IN A NUTSHELL

### CE TRIVIA:

In what year did Kate Shelley save the lives of two railroad men when Pusher Engine #11 crashed into Honey Creek during a fierce storm?

ANSWER ON PAGE 15

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our mission: "The Boone County Chamber of Commerce' mission is to *enhance the economic vitality and quality of life* in Boone County"

## ■ FROM THE DESK OF THE DIRECTOR

I had an opportunity to attend the first ever Iowa Retail Summit put on by Iowa State University Extension and Outreach in Ames a week ago. The intent was to examine the data that has been collected and the lessons learned about what it takes to have vibrant downtowns in our communities. One key idea is to meld the various smaller “communities” that lie within the greater city limits. A good example of this was “Junkin in June”, an idea crafted in the past few years by antiques, re-purposed or upcycling retailers and consignors. Initially its appeal was to the antique collector, bargain hunter or artisan, but now encompasses a wide variety of consumer interests...and by the looks of the people milling around downtown Boone last week, is one of the hottest trends in retail these days. But ‘Junkin’ was more than a sale. It was an event that filled the stores, sidewalks and vacant lot at 8<sup>th</sup> street with an energy no ordinary weekend traffic can muster. The cooperation between the stores and mobile vendors, the city of Boone, the Chamber and others, is a prime example of the little communities coming together for the good of the whole. These types of events are growing, and several of our member businesses have plans in the making for more of the same this year, including what might be the biggest Crazy Day in recent memory. If you and your business get a chance to participate in these opportunities, I encourage you to get creative, join in and watch your downtown come back to life. The data you generate will likely come from your cash register.

—Kurt Phillips, Executive Director  
Boone County Chamber of Commerce

*We are pleased to announce the opening of our new*

### **After Hours Clinic**

**July 5, 2016**

**5 to 8 p.m., Monday through Friday  
9 a.m. to 7 p.m., Saturday and Sunday**

*The new clinic will be located in the  
Boone County Hospital West Clinic  
(west end, main floor).*



Receive expert care from our experienced medical staff. No appointment is needed. Insurance will be filed. Care will be available for minor illnesses and injuries such as: sore throat, sprains, abdominal pain, migraines, and infections; more serious illnesses/injuries need to be seen in the Emergency Room.

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HOSPITAL**  
[www.boonehospital.com](http://www.boonehospital.com)

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Programs**

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# July 2016

S M T W T F S

					1	2
3	4 Independence Day Office Closed	5 Ambassadors 9:30AM	6	7	8	9
10	11	12 Ambassadors 9:30AM  Pufferbilly Days Meeting 7:30AM	13	14	15	16
17	18	19 Ambassadors 9:30AM  Business After 5-Chamber of Commerce	20 BAMA Meeting 7:30AM	21	22	23
24 31	25	26 Ambassadors 9:30AM  Pufferbilly Days Meeting 7:30AM	27	28	29	30



## ■ LIST OF EVENTS

### 2016 Events

July 4 – Independence Day, Fireworks at Boone Speedway  
July 9 – 25th Iowa Municipal Band Festival @ Herman Park  
July 21 – 24 – Boone County Fair  
July 30 – Boone Area Merchants Association Crazy Day Promotion  
August 11 -21 – Chamber Convention & Visitors Booth at Iowa State Fair  
August 16 – Chamber of Commerce Annual New Teacher Breakfast  
August 30, 31 , Sept. 1 - Farm Progress Show  
September 2, 3, 4 & 5 – Madrid Labor Day Celebration  
September 4 – 10 – IMCA Super Nationals  
September 8, 9, 10 & 11 - Pufferbilly Days Celebration  
November 8 – Election Day  
November 24 – Thanksgiving  
December– Boone Holiday Lighted Parade  
December – Small Town Christmas in Ogden  
December– Madrid Christmas Extravaganza  
December 25 – Christmas

*Please send your event dates for 2016 to: [events@booneiowa.us](mailto:events@booneiowa.us). Event dates subject to change. More information of times, dates and places of Boone events and businesses is available from the Boone County Chamber Office and at [www.booneiowa.us](http://www.booneiowa.us). Updates are also available at the Caboose Information center on South Story Street from Memorial Day to Labor Day.*



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## ■ PRESIDENT'S PERSPECTIVE

Summer seems to be in full force as we have already moved through June into July. This last month we had the chamber golf classic. It was attended by 89 golfers and ended up being a great fundraising and networking event for the chamber. Thank you to all of those who sponsored or attended the event. It was a great success. We have also moved back into our own building at 903 Story St., we plan on having an open house business after five on July 19th from 5PM to 7PM. Hope everyone can attend. The Pufferbilly days logo has been released and we are excited that the festival is just around the corner. If you're interested in volunteering contact the chamber office. Lastly, the chamber board has been working on streamlining our finances, working on a few investments, and have created a legacy fund to maximize our revenue.

—Jeff Gano, Board of Directors President  
Colorado Grill



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## Ogden Legacy and Community Update

The 2016 Fun Days was hot, but otherwise went off without a hitch as they celebrated their sesquicentennial. The Legacy group continues to offer main street business a chance to win a façade award up to \$2,500 in value. Details of the program and an application are available online at [www.booneiowa.us](http://www.booneiowa.us). Mid-American Energy is looking to construct upward of eighty wind turbines NW of Ogden over the next few years and is meeting with area landowners to work on easements.

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Dose**

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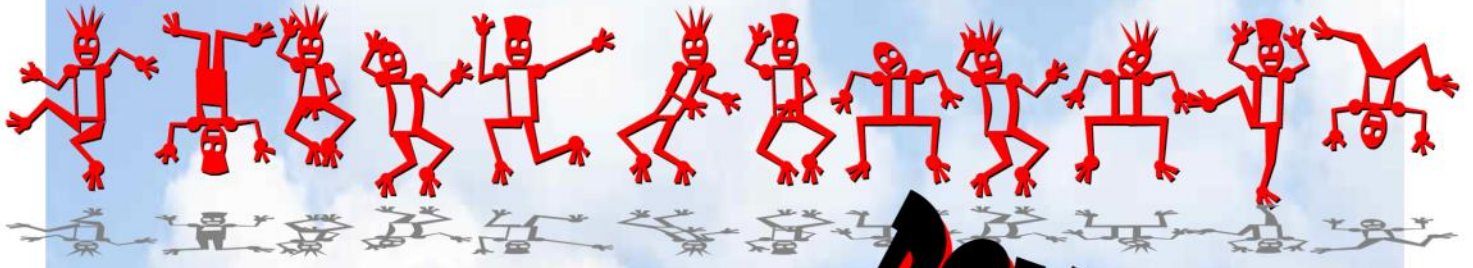
*\$6.4 Million in sales for 2014*

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*Dose*



# BOONE CRAZY DAY



JULY 30TH 7-3

**DOWNTOWN**

INSANE DEALS AT LOCAL BUSINESSES

SIDEWALK STREET SALES

FREE LUNCH AT 11:30

KID'S ACTIVITIES 10-2





# FAMILY-FRIENDLY FUN AND ENTERTAINMENT



July 21-24  
Boone, IA

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

- » FREE GATE ADMISSION
- » FREE PARKING
- » LOTS OF FOOD VENDORS
- » COMMERCIAL EXHIBITORS
- » FREE MAGIC SHOWS,  
CONCERTS, & LIVESTOCK  
SHOWS & EVENTS!

## PAID GRANDSTAND SHOWS:

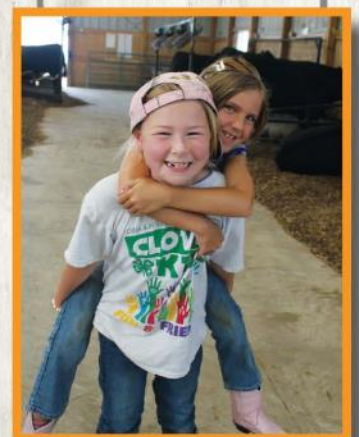
- » Mud Race (Sunday 4pm)
- » Truck Pull (Saturday 4pm)

## SUNDAY FUNDAY

- » HUGE Craft Show
- » FREE Inflatables for the kids



## GREAT NEW CARNIVAL





# MADRID

## Madrid Action Committee and Community Update

Currently, the Park Board, Library Board and Planning and Zoning Board are all in need of additional members. The Labor Day Committee is always looking for a few motivated individuals to assist with various events during Labor Day as well. This is just a few of the many, many organizations within Madrid which continually strive to improve our community.

The city maintains a constant Line of Effort in Quality of Life and Basic Services – this includes the recent additions of a Public Work employee to maintain Edgewood Park. During the summer months the city is consumed with mowing and road repair – additionally the major works projects must be accomplished at this time often leaving little time for anything else. This is where your council is stepping up efforts to address the second Line of Effort in Economic Development.

Everything a community does – or fails to do will directly impact Economic Development. Within the Line of Effort on Economic Development are other Lines of Effort – some of which bleed over into Quality of Life and Basic Services. The addition of a Public Safety Director and increased emphasis on training and equipping the exceptional volunteer Fire Department demonstrate the community commitment to this important multi beneficial strategy.

The strategy is currently following this path: First, a modernized Public Safety structure which is capable of addressing rapid community. Second, increased civic services. Third, invest and support in the Madrid Area Chamber of Commerce. Fourth, increase each city entries ability to benefit from numerous grant opportunities. Fifth, maintain the Public Recreation spaces to the highest standard. These are the biggest areas that are being emphasized.

The biggest goal for the next fiscal year will be close coordination with the Madrid Area Chamber of Commerce to address the downtown business district.

—Dirk D. Ringgenberg  
Mayor of Madrid



716 - 8th St.  
(515) 432-6200

1326 S. Story  
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## ■ MEMBER SPOTLIGHT



Midwest Dental joined the Boone community in 2009. Located at 1905 S. Marshall Street, the office provides quality dental care for patients in Boone and the surrounding communities. Dr. Jeremiah Phams began providing care in the office in the fall of 2010, and recently celebrated 5 years with Midwest Dental!

Dr. Phams received his dental degree (DDS) from the University of Iowa College of Dentistry. He practices a patient-first approach by listening to patients and focusing on helping them feel as comfortable as possible. Dr. Phams also believes in educating his patients and providing them with information so they're able to make informed decisions regarding their oral health. When he's not practicing dentistry, Dr. Phams enjoys playing basketball, weightlifting, writing, jogging and fishing. He also regularly participates in activities and events with his church.

At Midwest Dental, giving back to the community is important. Each year the office makes donations to local schools and organizations, such as the United Community School and the Boone Area Humane Society. The Midwest Dental team also enjoys visiting nearby elementary schools like Page Elementary to speak to children about the importance of oral health. One of the team's favorite events to participate in is the Pufferbilly Days Parade, held each September by the Boone County Chamber of Commerce. Last year Dr. Phams dressed up as a tube of toothpaste!

Dr. Phams and the friendly staff at Midwest Dental are available to see patients of all ages for exams, cosmetic consultations, or any other dental health concerns. They can be reached at 515-432-3511 or online at [midwest-dental.com/boone](http://midwest-dental.com/boone).



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## welcome <sup>new</sup> Members



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## ■ AMBASSADORS



**MEDICAP PHARMACY**

APRIL 5, 2016

## ribbons & shovels



**PAT CLEMONS**

APRIL 12, 2016



**YMCA**

APRIL 19TH, 2016



**BOONE VALLEY BREWING**

APRIL 26, 2016

*Thank you to Walgreens 1-Hour Photo for the donation of pictures for Ambassadors.*



## ■ BUSINESS AFTER 5



# BUSINESS AFTER FIVE

July 19th, 2016  
Boone County Chamber of Commerce  
Renovation Open House

## ■ CHAMBER BENEFIT

### KNOW YOUR CHAMBER BENEFITS #52: EXHIBIT WALL

Does your business need a base for an exhibit wall? Your chamber has a 8 foot high, 10 foot long convex exhibit wall covered in a lush blue material that allows you to Velcro any type of message or image your company or organization would like to use to showcase your business at your next conference or trade show. The entire unit is self-contained in an easy to move portable container. You may rent this resource at a fraction of the price of purchasing or renting an exhibit wall for a small fee of \$25.00. Call your chamber office at 432-3342 for further details.

*— Kurt Phillips*

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## ■ CONVENTION & VISITORS BUREAU

### CVB HAPPENINGS

I have enjoyed working in Boone County over the past 4 ½ years where I have had the opportunity to meet many new people and cultivate fantastic relationships. One of the things that most amazes me is the dedication of time and resources people contribute to local attractions, religious organizations and social organizations in the county. They give of themselves for the benefit of others. They see the “big picture” knowing that the success of each organization is good for the people of Boone County.

Incredible people doing incredible things!

—Mark Schneider, Iowa Arboretum  
Chair, Convention & Visitors Bureau

▶ Schedule your dental appointment today!



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#### UPCOMING CVB Sponsored EVENTS:

- \* Iowa State Fair– August 11-20
- \* Farm Progress Show -August 30, 31 and September 1
- \* Iowa Street Rod– September 3



## ■ BOONE AREA MERCHANT'S ASSOCIATION

### BAMA



Yes, we have passed the half way mark where ELF on the SHELF will be coming out. I know it is hard to think about snow during this wonderful heat, but it will be upon us soon enough. With that in mind, now is the time for businesses to start their yearend clearance sales. Saturday, July 30<sup>th</sup> is CRAZY DAY and the perfect opportunity to bring your items out to the sidewalk and let the people shop. If you want to bring things to the downtown area, please contact Susan Schaffer from the Book Shoppe who along with Jason is chairing this event. Speaking of chairing, Susan and Jason are chairing, however, they could use a great deal of assistance from chamber members in pulling off this event.

July also brings us the opportunity to continue to market our SHOP BOONE campaign. BAMA will be spotlighted on KWBG's live broadcast on July 14th from 10-12pm. The strategic plan is to enlighten and share the benefits with the Boone community of shopping local and keeping money in Boone County.

Last but not least, BAMA will need all hands on deck while participating in the Chamber's Downtown Maintenance Program. Members will be doing weed pulling, trash pick up, and beautifying downtown Boone on Wednesday, July 27th starting at 5:30pm. If business owner are available to volunteer, put on some grubby clothes and meet BAMA outside the chamber building. Supplies will be provided.

—Kathi Stirling, BAMA Chair  
*Something For You*

## ■ NEWS IN A NUTSHELL

Bob Fisher will wrap up a 22-year career as the Executive Director of the Boone County Economic Growth Corporation (formerly Boone's Future) on July 1<sup>st</sup>. Fisher was instrumental in many of the major industrial projects that have taken place in Boone County over those years. Fisher has worked out of the Chamber offices for the past decade and will be missed.

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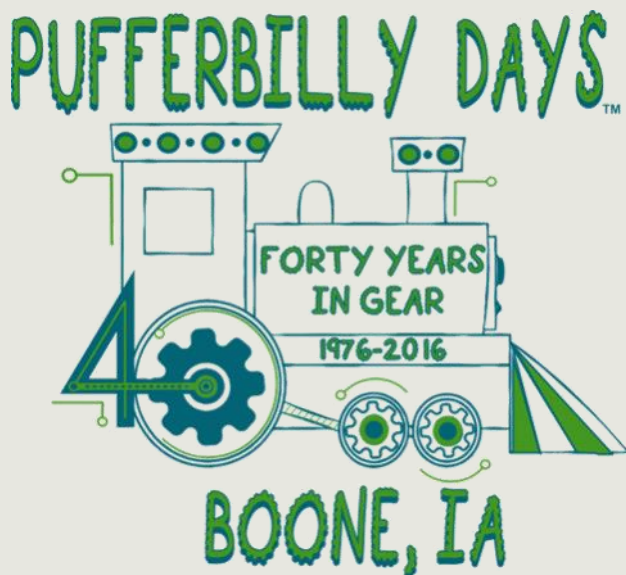
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## ■ THE CHAMBER OF COMMERCE



September  
8th-11th

For additional details,  
please visit  
[www.pufferbillydays.com](http://www.pufferbillydays.com)

OPEN  
HOUSE

Help the Boone County  
Chamber of Commerce  
celebrate an open house  
for our completed  
office renovation!

Date: July 19th, 2016  
Time: 5pm  
6pm Program  
Address: 903 Story  
Street

Office Tours  
Food & Refreshments