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chamber

# Express

1908  
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2016

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*cjh photography*

NEWSLETTER OF THE BOONE AREA CHAMBER OF COMMERCE



## ■ MEET THE TEAM

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Bob Fisher, Brad Manard, Luke Nelson, Jon Crook

### CHAMBER STAFF

Kurt R. Phillips  
Executive Director

\*Executive Committee Members

### 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  
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[www.booneiowa.us](http://www.booneiowa.us)

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## CE TRIVIA:

How did Ogden, IA get its name?

ANSWER ON PAGE 15

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our mission: "The mission of the Boone County Chamber of Commerce is to *enhance* the *economic* and *civic vitality* of the businesses and citizens of Boone County"

## ■ FROM THE DESK OF THE DIRECTOR

Recently Ames, IA was noted as the community with the lowest unemployment rate in the nation, an almost unfathomable 2.2%. NOTE: Boone County stands at 2.7%. (online readers can access more on our area's [laborshed data here](#)). Unemployment at or below 3% means nearly everyone who wants a job, has one. Sounds great, right? For the most part, yes. But there are two aspects of a low unemployment rate that a simple number doesn't necessarily address. One is "under"-employment. That is, working at a job below your skills and education, or working part-time when you'd prefer to work at a full-time job. Research shows that the underemployment number generally doubles the unemployment figures, leaving us with roughly 5% of the population not able to satisfactorily make ends meet in their current position. The other challenge with low unemployment is on the end of economic development. Industry prospects want to know who they'll be able to hire should they choose to locate their business in our county. In just the past week I shared a couple of conversations with chamber members lamenting the difficulty finding qualified workers. That's why workforce development has become the number one buzzword in our state. Programs through our local community colleges and industry trade associations aim to help to move people up in skills and knowledge to fill these higher paying positions. The state economic development office is working to attract workers from across the US to Iowa with our low cost of living, low crime, and high quality of life. Most people agree that low unemployment is better than the staggering numbers of our last recession. But it comes with its own set of challenges that we continue work on each day.

—Kurt Phillips, Executive Director  
Boone County Chamber of Commerce

### Running Injury Therapy



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# March 2016

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 AMBASSADORS 9:30 AM	2	3	4 EXEC. COMMITTEE MEETING 8:15 AM	5
6	7	8 AMBASSADORS 9:30 AM  BOONE COUNTY ECONOMIC GROWTH CORP. MEETING 11:30 P.M.	9 CVB MEETING 7:30 AM	10 SPRING AG OMELET BREAKFAST 6A TO 9A  "TUNED IN" KWBG 8:35 AM	11	12
13	14	15 AMBASSADORS 9:30 AM	16 BAMA MEETING 7:30 AM	17	18	19 CHAMBER FO- RUM ERICSON PUBLIC LIBRARY 8AM
20	21 CHAMBER BOARD MEETING 11:30 AM	22 AMBASSADORS 9:30 AM	23	24	25	26
27	28 BA5 BOONE THEATRE	29 AMBASSADORS 9:30 AM	30	31		

## ■ LIST OF EVENTS

### 2016 Events

March 6 – Iowa Arboretum Hibernation Celebration  
 March 8 – Boone County Chamber Annual Meeting  
 March 10 – Chamber Spring Omelet Breakfast  
 March 12 – Iowa Arboretum Pancake Breakfast and Children's Craft  
 March 13 – Iowa Arboretum Sunday Sketchers  
 March 14 – 18 – Boone Area Merchants Association Saving-O-the Green Promo  
 March 16 – Boone Noon Kiwanis Pork Chop Dinner  
 March 26 – Boone Co Fairgrounds Easter egg Hunt  
 March 28 – Kiwanis Day Breakers Ham Dinner  
 April 2 – Boone Speedway Frost buster  
 April 5 – Convention & Visits Bureau Annual Meeting  
 May 28 – Boone & Scenic Valley Train ride season begins  
 May 30 – Memorial Day  
 May– Boone Municipal Band Concerts begin and are held each Wednesday until July 22  
 June 2 – Chamber Golf Day (rain date the 16<sup>th</sup>)  
 June 4 – Boone County Relay at Ogden  
 June – Ogden City-Wide Garage Sale  
 June– Ogden Fun Days  
 June 25 – Herman Park Gospel Fest  
 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 – 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: [office@booneiowa.us](mailto:office@booneiowa.us). Event dates subject to change. More information of times, dates and places of Boone events and businesses is available from the Boone Area 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

As spring is approaching, it is nice to see some action going on at our Chamber building at 903 Story Street. We have started putting in the new windows which are going to be the size that were originally in the building. Also the new front door project has started as well with some preliminary concrete work done to the interior portion of the entrance. If you or your business has not participated with our VISION 2016 campaign please consider a contribution to help defer the remodeling expenses. We are gearing up for the Chamber's annual meeting, to be held Tuesday, March 8<sup>th</sup>. We would love to see everyone attend. It's a great way to show your support for the chamber. Our guest speaker will be news anchor Dan Winters from WHO-TV channel 13. Hope to see you there.

—Jeff Gano, Board of Directors President  
Colorado Grill



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A photograph of a family of five (mother, father, and three children) standing in front of a large, two-story stone house with a porch. The family is smiling and dressed in casual summer attire.

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## Ogden Legacy and Community Update

DMACC President Rob Denson was the featured speaker at the recent Ogden Legacy annual meeting, held at the Leonard Good Center on February 17<sup>th</sup>. Denson touted his "Iowa" score, listing how many organizations he had been a part of with the word Iowa in its name. He also explained with the variety of programs DMACC has started to deal with the needs of workforce development, and the various campuses and satellite learning centers they have opened to provide access to their curriculum. Ogden HS students in the Hospitality class served the meals to those assembled. Legacy President Craig Christensen provided an overview of the successes of the past year and laid out the initiatives for 2016, including new signage, a housing program, and the revolving loan program for business development.



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JOIN US FOR THE  
*107th Boone County Chamber of  
Commerce Annual Meeting*

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The Boone County Chamber of Commerce/ Convention and Visitors Bureau is pleased to welcome Channel 13 News, Dan Winters as our keynote speaker for this year's Annual Meeting.

**Dan Winters, Anchor WHO-TV**

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- Coffee, tea and lemonade



Please join us Tuesday, March 8th at 11:30am for Boone County Chamber of Commerce Annual Meeting, presented by **Vision Bank**.

Call the Chamber at 432-3342 to reserve your tickets.

**When:** Tuesday, March 8th – 11:30

**Where:** Fareway Conference Center  
1215 So. Marshall St.  
Boone, Iowa

**Tickets:** \$25

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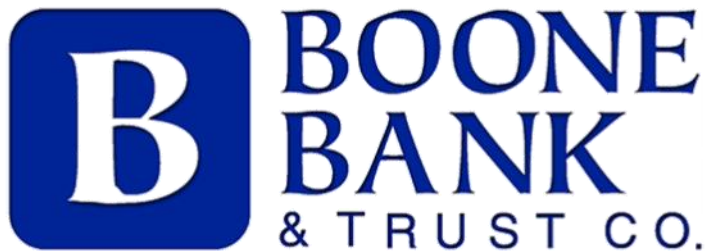
# MADRID

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## Madrid Action Committee and Community Update

In his recent article, Madrid Mayor Dirk Ringgenberg outlined eight key initiatives he wants to focus on during his term. They include:

- ⇒ Revitalizing Edgewood Park – specifically restoring the Cabin.
- ⇒ Finding new attractions and use for Edgewood Park during the Madrid Labor Day celebration.
- ⇒ Explore opportunities for local activities for teens and children.
- ⇒ Repairing several roads and infrastructure challenges
- ⇒ Modernizing several City Hall services – to include online water billing
- ⇒ Developing a Public Safety Initiative – Building a public safety Building, focusing on enhancing the fire and rescue departments and updating and enforcing ordinances
- ⇒ Develop a sharper focus through MAC and city cooperation on attracting business / revitalizing our business district(s) downtown and HWY 17 corridor.
- ⇒ Closely coordinate with Boone County leaders on the High Trestle Trail initiatives



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## ■ MEMBER SPOTLIGHT



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**DAVID KELLER,**  
CPA

DECEMBER 15, 2015



**BOONE COUNTY  
ABSTRACT**

DECEMBER 22, 2015

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



**RACES BEGIN WITH THE APRIL 2ND FROSTBUSTER**



## ■ BUSINESS AFTER 5



Members gathered at **Genesis Development** on February 23rd for Business After 5

### NOTE: change for March

The March **Business After 5** will be held at **Boone Theater** on **MONDAY** March 28th.

The **April Business After 5** will be held at the **Pioneer Citizens Senior Center**.

## ■ CHAMBER BENEFIT

### KNOW YOUR CHAMBER BENEFITS #48: ENTRELAUNCH

**EntreLAUNCH** is the entrepreneurial development program created by the Chamber to help new and existing businesses start or expand. Led by an eight-person advisory committee made up of veteran entrepreneurs, experts in business planning, continuing education, financing and economic development, this **FREE program** offers confidential guidance, and connects entrepreneurs to the knowledge and services they need to succeed. Application forms are available at the Chamber, or online at [www.BooneIowa.us](http://www.BooneIowa.us).

*— Kurt Phillips*

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## ■ CONVENTION & VISITORS BUREAU

### CVB HAPPENINGS

I am a transplant from Norfolk, Virginia, a metropolitan area of about 1.7 million people. The area attracts tourist from all over the east coast to its beaches, historical sites and other family destinations. It has wonderful art museums, a zoo and aquarium that add to the cultural fabric of the area. Tourist dollars are part of the economic engine that drives the region. Boone County is also a tourist destination. The Des Moines River Valley with its variety of flora, fauna and land form provides an incredible outdoor experience to visitors. Historical sites throughout the county speak to the rich diversity of our people. The High Trestle Trail, Ledges State Park and Boone & Scenic Valley Railroad are just a few of a long menu of opportunities for visitors to take advantage of in the county. Our communities are highlighted by their own features and vibrancy that make them a unique part of Boone County. We need to celebrate the things we have while looking at how we can improve the county in the future. We must continue to understand why people visit our area and ask them how we can improve their visit. We need to continue to create great visitor experiences along with adding "extra value" to their visit. We need to continue to promote the region so that tourism dollars can continue to grow the economic engine that drives Boone County.

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

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### IEDA DIRECTOR'S VISIT FEBRUARY 11, 2016



State Economic Development Director Debi Durham and Dept. of Tourism Manager Shawna Lode visited Mamie Doud Eisenhower's birthplace as part of a daylong tour of Boone County attractions.

### TRI-COUNTY MASTER PLAN FEBRUARY 18, 2016



Pat Boddy, RDG Planning and Design, provides an update on the Tri-County Master Plan ("Parks to People" initiative) at a public open house in Boone.



## ■ BOONE AREA MERCHANT'S ASSOCIATION

### BAMA



The Boone Area Merchants Association is now meeting twice a month, once as a small, executive styled committee of four, and our regular meeting on the second Wednesday of each month (scheduled this month for the 16th at 7:30am, city hall/ chamber temp offices). This extra meeting will help us stay on top of retail activities and allow us to be better able to coordinate our promotions, which will include the "Saving-O-the-Green" this month! Also, BAMA committee members will be going out with our new window clings, shown below left. If you would like to have one for your store, please contact the Chamber or myself.



—Kathi Stirling, BAMA Chair  
*Something For You*

## ■ NEWS IN A NUTSHELL

Congratulations to **Chad Houston**, named President of *Kruck Heating and Plumbing* effective March 1st. Chad is a Chamber Board member, and has been with the Kruck's for fourteen years. He will oversee commercial and residential business development.

The **107th Chamber Annual Meeting** is next Tuesday, March 8th at 11:30am, Fareway Conference Center. You must reserve your tickets by Monday morning the 7th.

*Mark your calendars* for Thursday, March 10th from 6 a.m. to 9 a.m. for the **Spring Omelet Breakfast** at the Boone County Fairgrounds. Omelets, sweet rolls, juice and coffee will be served at only \$6 per plate!

Warm weather got you thinking **GOLF**? Put a note on your calendar for Thursday, June 6th for the Chamber's Annual Golf Day event. More details will be coming soon!

A quick apology to anyone who has tried to contact the Chamber offices in the past few weeks. Our attempt to forward phone calls and set-up voicemail systems hasn't quite worked as well as we'd like. Additionally, we are down some staff - hopefully getting up to full strength in the coming weeks!

**Front Cover Photo:** View over the Des Moines River from the Ledges State Park - courtesy Chuck Hackenmiller

CE Trivia Answer: Railroad magnate William Butler Ogden

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## ■ THE CHAMBER OF COMMERCE

Much of the success of Boone's annual community celebration Pufferbilly Days™ is owed to the willingness of community members to serve as volunteers. In recent years it has become more difficult to find adequate volunteer staffing for important areas like our memorabilia booth, entrance wristbands, ticket sales, and beer servers. Many years ago these areas were "adopted" by businesses. Managers and owners of Boone businesses would set a sign-up sheet in the breakroom or announce the opportunities at a staff meeting and commit five, ten or more employees to work a shift at a specific location during the festival.

As preparations begin in earnest to decide on entertainment and activities, I'd like you to consider reviving this idea. Can you imagine, if twenty businesses were able to commit at least five employees to work one, two-hour shift, how much easier it would be to operate one of Iowa's largest community celebrations? Give this idea a thought, and let me know if you or your company can help us out in this, **the 40th anniversary of Pufferbilly Days™**.

*—Kurt Phillips, Executive Director*

**Ad sponsor dollars support Chamber Programs**

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