

E-Newsletter

Monday, November 7, 2016

Dear Members,

The last couple weeks have been extremely busy. Reflecting on attending the Central Iowa Tourism Conference in Bettendorf, Iowa, there were many great topics. The subject of social media continues to be at the forefront for each company and organization trying to keep up with the ever-changing world. Another hot topic that hits home is getting volunteers to be more involved. This is something the Chamber is constantly trying to improve. Another session I attended and found very informational and intriguing was "Branding, Marketing, and Story for Places", presented by Michele Reeves. She takes out of date, boring and drab downtowns and revitalizes them. Are you looking for a new story or a new look? Maybe start by changing your window front to be vibrant and colorful! Finally, our conference ended with guest speaker Dawn Fotopulos on the topic, "How Disneyland Trains Street Sweepers". Dawn explained how some of the magic happens quietly and how every interaction is significant. I believe that is true for each and every one of us. When we are having conversations, keep in mind who may be listening and who we are impacting. Turn every conversation into something magical and promote Boone County in a positive way, there are great things happening right here at home.

Another event I attended last week was the Travel Iowa Marketplace in Ottumwa, Iowa. The Iowa Group Travel Association and Central Iowa Tourism sponsored the event that brought in 62 planners that put together bus tours. I handed out numerous itinerary's promoting Boone County and had great conversation talking about all we have to offer.

Looking for a good way to encourage team bonding at work, church or with neighbors? Enter to be part of the Holiday Lighted Parade, scheduled for Thursday, December 1st. Contact Alyssa at the Chamber to get an entry form and start planning your float today!

Sincerely,

Kris Blocker

Kris Blocker, Mgr. of CVB and Member Services
Boone County Chamber of Commerce

E-Newsletter
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Follow the Chamber!



UPCOMING EVENTS

Business After 5
Hy-Vee
November 9
Holiday Open House
November 12 & 13
Holiday Lighted
Parade & Tree Lighting
Spectacular
December 1

Upcoming Events:

We'd like to welcome our newest Chamber member, [Des Moines Area Community College](#)!

HOPE Shines Bright! [Festival of Hope](#), December 3, 2016. 10am-4pm in the Boone High School Commons. Silent auction, musical entertainment, Stuff the Bus, unique boutique gifts and tasty desserts, soups, and coffee.



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Due to the tragic events that took place on November 2nd, two Des Moines businesses are working on an initiative to show support to not only Central Iowa officers but officers throughout the whole state. To coordinate the effort, they have developed the [Central Iowa Blue Ribbon Campaign](#). They would like to purchase 35,000 yards of ribbon, the ribbon will be distributed at drop-off points throughout Central Iowa starting on Wed., Nov. 9. Visit the website at centraliowablueribbon.org to see where to pick up ribbon. This ribbon will be offered **free** to residents and businesses to decorate Central Iowa in blue. All donations are accepted [HERE](#)

[Business After 5](#), November 9th at Hy-Vee. Sample great tasting beers and wine as they feature some of their favorite items for your upcoming holiday parties!

The 11th [Annual Festival of Trees and Holiday Open House](#) will be held November 12, 9 a.m. to 4 p.m., and November 13, 11:30 to 4 p.m., BCH Atrium. Bid on beautifully decorated trees, wreaths and holiday items through a silent auction and enjoy 20% off in Gifts Galore. Bring the kids to see Santa Claus, sign up for door prizes, and enjoy holiday music and homemade treats. The last day to bid is November 19 at 2 p.m. Sponsored by the BCH Auxiliary.



Head downtown Boone this weekend, November 12th and 13th for the [Holiday Open House](#). Special Santa appearances from noon-2pm both days!



[HOLIDAY LIGHTED PARADE and TREE LIGHTING SPECTACULAR](#) December 1st, 7pm. Theme: "[Boone for the Holidays](#)". Contact Alyssa at the Chamber 515-432-3342 for more information or to get entered.

Grateful for those who have served us all so well, [Beyond Yoga](#) in Boone is offering [FREE Yoga Classes to US Veterans](#) during the entire month of November! No experience needed! All equipment provided. For more info: www.beyondyogaforwellness.com



The [ELECTRONIC SIGN](#) on Mamie and Story St. is back and operating! Available for non-profits, \$2 a day, stop by the chamber, fill out a form and we'll get your message up for all to see!