

E-NEWS

Monday, April 4th, 2016

Dear Chamber Member,

A little *April Fool's social media joke* had some amazing impact last week. The Chamber Facebook site posted that two national restaurant chains would be moving into our area by late summer. A little over an hour later we revealed the spoof but by that time the snowball was rolling down hill, and fast! By the end of the weekend over **28,000 people** had seen or weighed in on our fake post. On one hand it is amazing to think about how many people got engaged in our simple untruth. On the other, it really goes to show that when the subject matter is important enough (restaurants, dining), people are very passionate about sharing their feelings and anxious to support new businesses.

The Chamber welcomes another new employee today. **Alyssa Knudsen** steps on board as our **Manager of Programming and Events**, overseeing — among others — the upcoming Golf Classic on June 2nd, and the 2016 Pufferbilly Days™ festival. (read a little more about Alyssa on page two).

If you were unable to attend the 107th Annual Meeting back on March 8th, and wanted to know more about our Volunteer of the Year, Entrepreneur of the Year, and Business/ Industry of the Year award winners, [follow this link](#) to our web page.

Have a great week!

Kurt R. Phillips

Kurt R. Phillips, Executive Director
Boone Area Chamber of Commerce

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UPCOMING EVENTS

- ◆ **Saturday, April 16th - Chamber Forum**

Notes:

Alyssa Knudsen is the Chamber's newest employee assuming the position of Manager of Chamber Programming and Events. In this role she will be coordinating many of the annual activities of the Chamber such as the Golf Day Tournament, High School Tours, Ag Omelet breakfasts, and Boone Area Merchant retail promotions. She will also be the key liaison to the Pufferbilly Days™ Steering Committee preparing for the 40th Anniversary of the community celebration later this September. Alyssa is a 2014 graduate of Iowa State University with a major in Event Management and comes to the Chamber after having served as the Assistant Event Coordinator role at TCI in Polk City, Iowa.



MAKE MONEY FOR YOUR NON-PROFIT! **Farm Progress Show**, coming to the **Central Iowa Expo** this August 30th through September 1st. The Boone County CVB, in conjunction with FPS, is coordinating volunteer opportunities for the show. *This is a tremendous fundraising opportunity for Non-profit groups!* Contact Tom at 432-3342 for more information.

Upcoming Events:

Another **Boone Blood Drive**, sponsored by the Boone County Hospital Auxiliary, is scheduled for April 11, from 1 to 6 p.m. at Central Christian Church, Boone. To schedule an appointment to give blood, call (800) 287-4903.



The 3rd Annual Boone County Convention and Visitors Bureau banquet is scheduled for next Tuesday night, April 12th at the Central Iowa Expo. All CVB members will be receiving two complimentary tickets to attend, enjoy a wonderful meal prepared by Andy's BBQ, honor our volunteers and hear about plans for another great tourism season.



The Boone County CVB is pleased to support the RUN FOR THE TREE's 5K and One-mile walk. Register for the event by [clicking here](#).



REMINDER: THE CHAMBER OFFICE IS NOW LOCATED AT THE BOONE CITY HALL, FIRST FLOOR ADMINISTRATION

To remove your name from our mailing list, please [click here](#).
Questions or comments? E-mail us at events@booneiowa.us
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