

MONDAY, APRIL 17, 2017

Dear Chamber Member,

Here's hoping you were able to enjoy the weekend with your family. I was able to bond with mine over cans of paint, carpet removal and moving my oldest son from an apartment to his first new house.

What can your Chamber do for you? That was the main theme of a presentation by Kyle Sexton, a Chamber industry pro and expert on tailoring services and benefits to the needs of our members. Kris Blocker and I had a chance to spend a day with Mr. Sexton and from that session walked away with a few key nuggets that can apply across business boundaries. Here are a few:

- If you don't tell your story, the public will make one up about you
• To get your message across clearly, say it three times, three different ways
• Consider selling your product or services in a way that allows the consumer to tailor the purchase to their needs

When measuring customer satisfaction as an indicator of loyalty, on a scale of one to ten (ten being best), numbers one through eight reveal nothing to validate you are heading in the right direction (This is called the Net Promoter Score - a metric that originated at Harvard in 2003)

I had not heard of that last one, and in the Chamber business, where member feedback is imperative, can be critical in the analysis of our programming and services. Small business owners and managers need to constantly review their practices to be the best. Another way to do this is through your Chamber and our CONNECT Seminars. The next one up focuses on Customer Service on May 3rd. There is no cost to attend. Call Kris to RSVP.

Top Four subjects of discussion at the recently held Chamber Legislative Forum: Funding cuts for the Leopold Center, implementation of a water-quality bill and the future of the 3/8th's cent tax, the texting while driving bill, an voter ID bill. Our forums are over for this year's session. A huge thank you to Sen. Jerry Behn, and Rep.'s Chip Baltimore and Rob Bacon for their participation, to VisionBank, our Presenting Sponsor, and to KWBG for their supporting sponsorship of these events.

Carpe Diem - "Seize the Day"

Kurt R. Phillips

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

BOONE COUNTY BRIEF SPONSORED BY:



CHAMBER EVENTS

Chamber High School Tours
April 20th & 27th

Business After Hours
Boone High School
April 25th

Chamber CONNECT
May 3rd

COMMUNITY EVENTS

NASA After School at the Ericson Public Library, Wednesday, April 26th at 3:15pm. An all ages space adventure!

PIZZA NIGHT FOR BOONE COUNTY FREEDOM FLIGHT. Papa Murphy's Pizza in downtown Boone is sponsoring two "pizza nights" on Wednesday, April 19th and Wednesday, April 26th. A portion of the sales between the hours of 4pm -7pm will be donated to the Boone County Freedom Flight. Remember you can take them home to freeze!! Come show your support!

Business After 5, April 25th from 5-7, in front of the Boone High School. Brats and burgers, meet and greet the coaches and activity leaders, performance by Boone High School band, tailgating games, and giveaways! A BIG unveiling will take place at 6pm, you won't want to miss it!

Seven Oaks is looking for volunteers for Gladiator Assault Challenge Mud Run- both individuals and groups. If an organization is able to provide 15-18 staff for the entire event Seven Oaks will donate \$1200 to their organization. May 20th and 21st- Hours: Saturday 7 am to 3 pm AND Sunday 8 am to 2 pm. Positions can include: parking, registration, trail/obstacle monitor, finish line.

FORE!!! The Chamber's Annual Golf Classic on June 1st at Honey Creek is right around the corner. Get out of the office and enjoy some nice weather while golfing and networking. Give Alyssa a call today and get your foursome signed up!

First Friday, June 2nd from 5-10pm! Enjoy a dinner and a tour at the Boone History Center, then walk outside to see stunning automobiles and bikes at the 6th street roll-in car & bike show hosted by the local Tallcorn Car Club. Finish an exciting evening with an outdoor live music concert hosted by Forte Studios featuring blues artist Hawk McIntyre. Best of all, the concert and roll-in show is FREE!

Run for the Trees, April 29th from 8am-12pm. Join the Iowa Arboretum and the Boone History Museums for a beautiful scenic 5K or 1 mile Family Walk/Run on well-maintained trails.

RIVER VALLEY FESTIVAL, Boone- May 5th, 6th, and 7th. Fun for the whole family! For more information check out their website, www.boonerivervalleyfestival.com

Bully: An Adventure with Teddy Roosevelt. Show dates: April 21, 22, 28 and 29 at 7pm. April 23 at 2 pm. Tickets are \$10 for adults/ \$5 for students and are available at the door, through boonecommunitytheatre.org, or by calling or texting the theatre at 515-303-0393.

Have an upcoming event? Sale? New employee? Announcement? Adding your company's information in the Boone County Brief is FREE and easy! Just send your information to Alyssa at events@booneiowa.us .

FOLLOW THE CHAMBER!

