

BOONE
COUNTY

IA IOWA

CHAMBER OF COMMERCE
CONVENTION AND VISITORS BUREAU

chamber

Express

1908
~
2017



MEET THE TEAM

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CHAMBER STAFF

Kurt R. Phillips

Executive Director

Email: director@booneiowa.us

Alyssa Knudsen

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Mgr. of Member Services and CVB

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The Chamber Express newsletter is
 published by the

Boone County Chamber of Commerce

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events@booneiowa.us

www.booneiowa.us

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CE TRIVIA:

**In what year did the second Kate Shelley Bridge, built by the Union
 Pacific Railroad, open next to the 1901 structure?**

ANSWER ON PAGE 17

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

We wouldn't be a Chamber of Commerce if we didn't have a commitment to "shop local". One of the most successful programs ever implemented at the Chamber has been the Gift Certificate program, sometimes fondly referred to as "Chamber Dollars" or "Boone Bucks". Since its inception this program has encouraged over ½ million dollars in local spending with our member businesses. With even a moderate multiplier effect the overall impact approaches one million dollars invested into the local economy over the past thirty years. How does it work? The Chamber sells certificates at our office, buyers usually gifting them to employees, family or friends, and the certificates are redeemed like cash at our more than 280 Chamber member businesses. These member businesses then come to the Chamber office (or sometimes mail in the certificate) for our staff to issue them a check. The system still works, but sales of Chamber gift certificates have slumped in recent years, from a high of \$40,000 down to just under \$16,000 in 2016. The changing habits of today's consumers has us re-thinking the entire gift certificate selling and member redemption process. Over the next few months Chamber staff will be investigating moving to an online purchase system that improves the ease of buying certificates. The system also allows merchants to receive their cash much quicker through an internet redemption portal. Before we take any action we want to know what you think. Next week we'll be asking you to take our **PLUGGED IN** quarterly survey. Take *five minutes to answer five questions* about the new gift certificate concept. Your responses will help guide us in our overall decisions and possible implementation of a brand new, "shop local" program that will infuse dollars into the local economy for many years to come.

—Kurt Phillips, Executive Director
Boone County Chamber of Commerce

Walk-in Clinic

The Walk-in Clinic is one-year old!

Clinic Hours

Monday - Friday, 9 a.m. - 8 p.m.

Saturday, 9 a.m. - 7 p.m.

Sunday, 9 a.m. - 5:30 p.m.

**Care is available
for minor illnesses
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*More serious illnesses and injuries
will need to be seen in the
Emergency Room (ER).*



**BOONE COUNTY
FAMILY MEDICINE**

Walk-in Clinic

120 South Story Street, Boone • www.boonehospital.com

THE CHAMBER LEGACY FUND

SECURING THE FUTURE OF OUR MISSION TO SERVE BOONE COUNTY



The Chamber's **Legacy Fund** is an Endow Iowa Tax Credit Qualified charitable fund, that was established by the Chamber Board of Directors in 2015. The fund offers a way to secure the future of Chamber programs that serve the greater community, while providing valuable Iowa Tax credits. The **Legacy Fund** serves four primary goals:

- ♦ To provide funding to add or assist programs that increase local cultural, educational, or recreational opportunities for the citizens of Boone County
- ♦ To provide funds that will support business-to-education partnerships, workforce development, entrepreneurial programs, and internships
- ♦ To provide funding for professional development workshops, seminars and continuing education opportunities for Boone County citizens.
- ♦ To offer citizens a charitable funding option to support Boone's community festival, Pufferbilly Days™.



*Ask your tax, financial, or wealth planning advisor for more information
on how a contribution to the **Chamber's Legacy Fund** will benefit you and
your community for years to come.*

Come check us out!

WWW.BOONEIOWA.US 3

■ CALENDAR



JULY 2017

						1
2	3	4 CHAMBER OFFICE CLOSED  4th of July	5	6	7 Executive Meeting 8:15AM	8
9	10 Chamber Board Meeting 11:30AM	11 Pufferbilly Days Meeting 7:30AM Business Before Hours VisionBank 7:30AM Ambassadors 9:30AM	12 CVB Meeting 7:30AM	13	14	15
16	17	18 Ambassadors 9:30AM	19 BAMA Meeting 7:30AM	20	21	22
23 30	24 31	25 Business After 5 Beacon RE-MAX Realty Ambassadors 9:30AM	26	27	28	29

■ LIST OF EVENTS

July 4 – Independence Day, Fireworks at Boone Speedway
July 7 – Friday Night Live
July 13 -16 – Boone County Fair
July 25—BA5 Re/Max Ogden
July 29 – BAMA Crazy Day Promotion
August 4 – Friday Night Live
August 10 -20 – CVB at Iowa State Fair
August 16 – Chamber of Commerce Annual New Teacher Breakfast
August 22— BA5 – Midwest Dental
August 29 – 31 – Farm Progress Show (Decatur, IL)
September 2—All American Car Show
September 2, 3, 4 & 5 – Madrid Labor Day Celebration
September 4— Labor Day (Chamber Closed)
September 4 – 9 – IMCA Super Nationals
September 7-10 - Pufferbilly Days Celebration
September 23 – Forte Studios Battle of the Bands
September 26– BA5– Boone County Hospital
September 28– Chamber HS Tour (Agriculture)
October 5—Chamber HS Tour (Business/Industry)
October 6 – Friday Night Live
October 10— Chamber CONNECT
October 17— BA5 - Fareway
October 19 & 20— KWBG Fall Auction
October 26—BAMA Trick or Treat
November 2—Harvest Omelet Breakfast
November 8—BA5 - Hy-Vee
November 11-12—BAMA Holiday Open House
November 24 – Thanksgiving
November 30—Holiday Lighted Parade
December 1-19 – KWBG Christmas Light Scavenger hunt
December 2– Ogden Christmas on Main
December 4 – Madrid Christmas Extravaganza
December 12—BA5– Boone High School
December 25 – Christmas

Please send your event dates for 2017 to: 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. Updates are also available at the Caboose Information center on South Story Street from Memorial Day to Labor Day.



**Boone County
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info@boonelandfill.org

for information on workplace recycling

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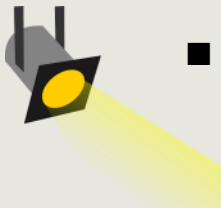
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■ MEMBER SPOTLIGHT

WE LOVE TO SPOTLIGHT OUR MEMBERS!

Send us a photo of your staff, along with a brief, two to three paragraph history of your company to:

events@booneiowa.us

We'll publish your article in an upcoming issue of the CHAMBER EXPRESS



Ogden Legacy & Community Update

20% of Ogden registered voters turned out to cast their vote on the school bond issue last Tuesday, June 27th. Nearly 73% voted in favor of the \$10.9 million dollar project that will fund enhancements to both the high school and middle school and allow for the closure of Howe Elementary. Mid-American Energy has begun to turn some dirt on their new Boone County headquarters in Ogden. Their building will house the technicians assigned to maintenance of the new wind turbines being built in the NW part of the county, and the NE section of Greene County. All told about eighty-five turbines will be erected. Ogden Legacy is looking to fund a video project for the city that will utilize drone footage. The finished product will be used as a marketing tool for business development and community attraction.



Ogden's newest addition to downtown, an electronic message board.

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2005 Lakewood Drive
515.433.5000

cgs-global.com

BOOST. LEAD. CONNECT.

BOOST - The Chamber...

- **SALES** - we spend over \$40,000 each year on retail and tourism promotion, bringing shoppers and vacationers dollars into our economy
- **B2B** - Connects over 270 members to each other, immediately impacting the size of your business network and helping you get B2B sales
- **EXPOSURE** - Provides a web profile in our Member Directory that attracts over 8,000 inquiries a year, giving your business premium exposure online
- **VISIBILITY** - Provides up the minute web stats on your profile page and industry category, allowing you to track activity for your business
- **REPUTATION** - Nearly 50% of all consumers say that they think more favorably of chamber member businesses than non-member businesses, and are 80% more likely to buy from a Chamber Member business than a non-member.*
- **VISITORS** - we are instrumental in generating over \$151,000 in Hotel/Motel tax receipts in Boone through Tourism Bureau investment and promotion in 2015.

*2012 Shapiro Study

LEAD - The Chamber...

- **PUFFERBILLY** - Organizes and runs one of Iowa's largest community festivals, Pufferbilly Days™, generating hundreds of thousands of dollars in local economic impact
- **ENGAGED** - Staff are actively involved in leadership positions with local non-profit organizations and service groups, key city and county agencies like the Madrid Area Chamber, Ogden Legacy, Boone Economic Growth Corporation, Central Iowa Expo, and others.
- **CIP'S** - Develops and Leads initiatives such as the Boone County Trails Initiative, Downtown Maintenance Program, and the PLACe (Program for Landscape and Community Enhancement) façade program.

CONNECT - The Chamber...

- **ENTREPRENEURIAL** - Encourages, supports, and assists entrepreneurs through our unique EntreLAUNCH business start-up program, helping them get on their way to business ownership.
- **WE KNOW THE POWER BROKERS** - Is connected to every major player in city and county government in Boone County. We have the Superintendents and Principals, Mayor's, Councilmembers, Supervisors, Senators and Representatives in our Rolodex.
- **WIKIPEDIA** - is the primary way new residents get the key information they need to make Boone County their home. We provide assistance by email, phone, and in person with our Re-location Guide.

#boostleadconnect

Come check us out!

WWW.BOONEIOWA.US



SAVE THE DATE!!

Saturday, August 26th

Boone County Freedom Flight's

★ *STARS AND STRIPES* ★

★ *EXTRAVAGANZA* ★

Iowa National Guard Amory



Windsor Pork Chop Dinner/Live & Silent Auctions

Donated and Grilled by Boone County Pork Producers

Boone River Band to have Family Fun for Everyone

Boone Big Band to Swing and Sway the Night Away

Watch for More Information in the Upcoming Weeks!

DISCOVER & EXPLORE

TUSCANY

WITH THE IOWA CHAMBER OF COMMERCE EXECUTIVES

IN PARTNERSHIP WITH YOUR LOCAL CHAMBER OF COMMERCE



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& SAVE

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For more information, please contact

Kris Blocker at the Chamber

515-432-3342

office@booneiowa.us

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 - ⇒ Hot Deals
 - ⇒ Upcoming Events



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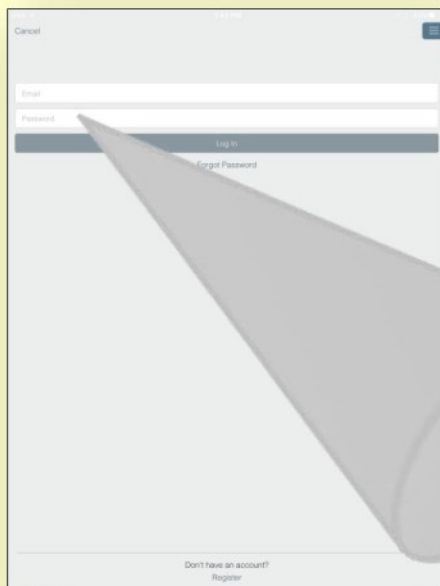
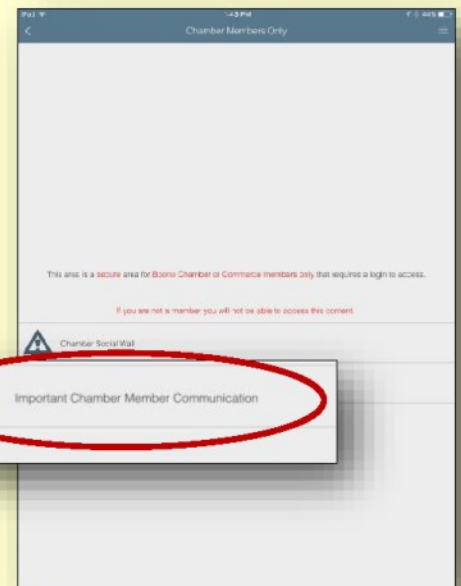
Download the **BOONE CHAMBER** app from the Apple store or Google Play.



Click on the **CHAMBER MEMBERS ONLY** icon...

#2

...then the **IMPORTANT CHAMBER MEMBER COMMUNICATION** icon.



#3

Enter your primary **Chamber membership email** address, then the password **BooneChmbr17**

Email	Your email
Password	BooneChmbr17
Log In	
Forgot Password	

THAT'S IT!

Now you'll receive updates on Chamber news, local events, alerts, new members, and Daily Deals right to your iPhone, Android or mobile enabled device.

President's Perspective

Businesses and organizations can be both collaborative and competitive. We all value succeeding in our daily endeavors, and competition is what our economy requires to keep innovation at the forefront. A goal of the Chamber is to empower businesses and entrepreneurs to achieve higher levels of business success. The Chamber also realizes that collaboration matters and the action of working with others to produce or create something better benefits everyone. Each year the Chamber offers countless ways to connect through events and programs to its members and to the business community. Helping members connect to other members encourages not only collaboration but business development and community engagement. So many wonderful things occur with this type of collaboration. According to Inc.com contributor, Natalie Nixon, there are five reasons why collaboration is essential in today's business environment:

1. **Self-awareness.** Nothing crystallizes what you bring to the table more than when you're forced to articulate your competencies. Collaboration challenges you to articulate what you are great at, and what you do poorly. That honesty about your strengths and weaknesses can force you to ask for help when necessary and be assertive about how you can help others.
2. **Scale.** The old adage, "two heads are better than one" has been around for centuries for a reason. More effective problem solving happens when you combine resources in talent, experience, finances and infrastructure. Sharing and leveraging those resources means that your reach to new markets increases and re-energizes the connection you have with established customers. Understand that your business is part of a greater whole, and that there is power in that.
3. **Creative Abrasion.** This term was coined by Jerry Hirsch when he was an executive designer at Nissan. "Abrasion" is a process of wearing down through friction. We typically associate friction with something negative, but friction in its purest form, is energy. So why not convert that energy that comes from working with people who are different from you, into something positive? Leverage the differences and work to identify what can be complementary about them.
4. **Take the long view.** Sometimes things don't work out well when you collaborate with others, no matter how hard you try, how patient you are, and how well you listen. But does that necessarily mean you never attempt again to work with that organization? Take the long view about perceived failures, and remember that even if an initial project may not do well, the partnership may still be beneficial.

Learn, learn, and learn some more! Collaborating propels your business to become a learning organization. Each time you collaborate with others you optimize the capacity of others to extend beyond their comfort zone, grow, and in turn, stretch the boundaries of the organization. Collaboration isn't necessarily easy, however over time, it may help your business become more competitive and innovative. (Source: <https://www.inc.com/natalie-nixon/5-reasons-why-collaboration-is-essential-in-today-s-business-environment.html>)

The Chamber is all about collaborative relationships and connecting members, so please take advantage of all the networking events that we offer!

—*Jamie Williams, Board of Directors President*
Ericson Public Library

NEW MEMBERS



Clover Woods Camp & Retreat Center
1991 Peach Ave.
Madrid, Iowa
515-795-3338

Breeze Broadband
1400 Douglas Street
Omaha, NE
402-544-3604

MADRID

Madrid Area Chamber and Community Update

Madrid is excited to participate in the Iowa Downtown Resource Center's Downtown Exchange program this summer! Our community is partnering with Gowrie, Iowa. Volunteers from each community will visit the other's downtown area and fill out a first impressions assessment sheet. This information will be useful to Madrid as we focus on improving our downtown business environment. In July, extensive street renovation will begin on Second Street in front of the Madrid Historical Museum. This renovation will showcase the changes coming to the downtown area in Madrid.

— Mary Swalla Holmes
Madrid Area Chamber of Commerce



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Forte Studios
May 23, 2017



Girls Scout Camp Sacajawea
June 6, 2017



YMCA Camp
June 13, 2017



Midwest Insurance Corporation
June 20, 2017

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

■ OGDEN AMBASSADORS

ribbons & shovels



Ogden Farm & Feed
June 15, 2017



Twice the Story
June 15, 2017

■ CHAMBER BENEFIT

KNOW YOUR CHAMBER BENEFITS #63:

The Events Calendar on the Boone County Chamber of Commerce website is self-posting in 5 easy steps!

Go to www.visitboonecounty.com

1. Click on Events Calendar
 2. Click on Submit New Event
 3. Input Information
- Finish with Submit for Approval

—Kris Blocker



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1207 South Marshall Street
(515) 432-7878



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■ CONVENTION & VISITORS BUREAU (CVB)

CVB HAPPENINGS

The other day I was mulling over the definition of an "attraction." I looked up the definition online and found - **a thing or place that draws visitors by providing something of interest or pleasure.** Boone County has so many things and places of interest.

Then I thought about the amenities that define the best attractions.

- * Well maintained buildings and grounds
- * A place to explore and/or learn
- * A fun and safe environment
- * Good site signage
- * Clean bathrooms
- * Good food
- * Nice gift shop

Later, I thought about some of the best places I visited and the things that contributed to a positive experience.

- * People greeted me and made me feel welcome
 - * People were available to provide guidance during the visit
 - * People were knowledgeable about their attraction and the area
 - * People understood my needs and went out of their way to meet them
 - * People smiled
- A template for successful tourism in any county.

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

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■ BOONE AREA MERCHANT'S ASSOCIATION

BAMA



BAMA is busy making plans for yet another very successful CRAZY DAY sale. Historically, the last Saturday in July has been the day that merchants have crazy sales, clear inventory, and have fun activities for shoppers to enjoy. All chamber members are encouraged to join in the fun, please contact Alyssa at the chamber to get signed up or for more information. On a personal note, I am stepping down from the BAMA chair position, additionally, I am stepping away from all BAMA activities so that I can take care of personal matters. I encourage you all to join the table for meetings and perhaps, one of you will be interested and willing to jump into the chair position. I appreciate all your support.

—Kathi Stirling, BAMA Chair
Something For You Boone, Iowa

■ NEWS IN A NUTSHELL

- [Welcome our newest members](#): Clover Woods Camp and Retreat Center and Breeze Broadband
- The Bureau provides welcome bags for a groups throughout the year. Most stay in the area and eat or shop in local businesses, we would like members to provide us with coupons/menus to include in the welcome bags. We will be glad to pick them up just contact Kris to make arrangements at 432-3342 or office@booneiowa.us.
- Looking for a way to promote your business consider hosting a [Business After 5](#) or [Business Before Hours](#). Contact Kris at the Boone County Chamber of Commerce (515) 432-3342 or office@booneiowa.us to reserve a month.
- [Friday Night Live](#), July 7th from 5pm-10pm. Musical Performances by Justin Elliott and Tyler Richton and the High Bank Boys , Dinner and Tours at the Boone History Center (fee), Car Show, and Beer Garden. FREE to attend and participate!
- The Liberty Band of Iowa (Marion) and the Guttenburg German Band will make their first appearance at the [26th Annual Iowa Municipal Band Festival](#) on Saturday, July 8th in Boone. This is a free event at Herman Park Pavilion from 11-7pm, be sure to bring your lawn chair and enjoy some music.

CE Trivia Answer: 2009

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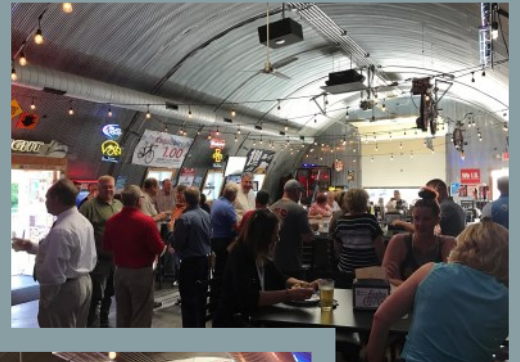
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Thank you to everyone that came out and
enjoyed June's Business After 5 at the Flat
Tire Lounge

JULY BA5

Beacon RE-MAX Realty

July 25th



JUNE BBH

Vision Bank

June 11th

Great turn out for June's Business Before Hours at
Bank of the West. Thanks to all that attended!

■ CHAMBER OF COMMERCE

One of the more recent developments in Chambers across the US has been the advent of international travel programs. These cross-cultural trips combine the best of leisure travel in small, expert guided tour groups, some with options to add a business exchange element for those interested. Typically a single Chamber of Commerce had to organize and fill a minimum amount of seats to participate, but in 2016, and now for 2017, the Iowa Chamber of Commerce Executives has negotiated the ability for all of its member chambers to send one, two, or unlimited couples on these fantastic trips that capture the essence and history of the countries they visit. This fall we'll visit Tuscany, Italy. Click [here](#) to learn more details about the trip. Then, join other lowans from around the state this October on an incredible journey to one of the most breath-taking countries in the world!

—Kurt Phillips, Executive Director
Boone County Chamber of Commerce

