

chamber

Express



MEET THE TEAM

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 Jeff Gano-Past President

CHAMBER STAFF

Kurt R. Phillips

Executive Director

Email: director@booneiowa.us

Alyssa Knudsen

Mgr. of Programming and Events

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Kris Blocker

Mgr. of Member Services and CVB

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CONTACT US

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 does Iowa become the 29th state in the Union?

ANSWER ON PAGE 19

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

"Before you are a leader, success is all about growing oneself. When you become a leader, success is all about growing others." This quote from former General Electric CEO Jack Welch sums up what the **Boone Area Leadership Program** is all about. Every other year, for the past twenty-five years, the Chamber has offered a pathway for professionals to grow themselves, then help others around them succeed. That 'next' opportunity is 2018, and I'm pleased to announce that former BALP graduates David Sherry/Des Moines YMCA Camp, Sara Behn/Boone County Hospital Foundation, and Tina Palmer/YSS are this year's program Tri-Chairs. Dave, Sara and Tina each experienced their own unique leadership program, but at the core, learned valuable lessons about the assets and operations that make Boone County run. Classes are slated to start in mid to late January (see program details on page 11), with commencement near the end of March. The course covers six modules: Education, Government, Economic Development, Agriculture, Healthcare & Human Needs, and Recreation, and offers tours behind the scenes, as well as deep insight into what makes our area a great place to live and do business. Graduates consistently share that the leadership program opened their eyes about where they live, leaving lasting impressions, and developing lifelong relationships along the way with their classmates. The BALP is not conducted in a classroom, it's about hands-on experiences that will give you the knowledge to more confidently contribute to your community as you grow as a professional. Tuition covers materials, meals, and some transportation. Chamber members - I encourage you to identify and nominate an employee for one of the most impactful programs we offer, the **Boone Area Leadership Program**.

—Kurt Phillips, Executive Director
Boone County Chamber of Commerce

INTRODUCING...

Rienera Sivesind, M.D.



Boone County Hospital is pleased to welcome Dr. Rienera Sivesind, Family Practice, to its Medical Staff. She is providing care at Boone County Family Medicine (BCFM) North, 120 South Story Street, Boone.

Dr. Sivesind received her Medical Degree from McGill University, Montreal, Quebec, Canada, and completed a Family Medicine Residency at the University of Wisconsin, Baraboo, Wisconsin. She has a special interest in obstetrics. Dr. Sivesind joins Dr. Filipiak, Dr. Kalenak and Dr. Mehlhaus. For an appointment, call **432-4444**.



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.

■ CALENDAR



NOVEMBER 2017

			1	2 Harvest Omelet Breakfast 6-9AM	3 Executive Meeting 8:15AM	4
5	6	7 Ambassadors 9:30AM Pufferbilly Days Meeting 7:30AM	8 Business After 5 (BA5) Hy-Vee	9	10	11  Veterans Day BAMA Holiday Open House
12 BAMA Holiday Open House	13	14 Ambassadors 9:30AM Chamber CONNECT Seminar 11AM	15 BAMA Meeting 7:30AM	16	17	18 BAMA Holiday Open House
19 BAMA Holiday Open House	20 Chamber Board Meeting 11:30AM CVB Meeting 7:30AM	21 Ambassadors 9:30AM	22	23 Chamber Office Closed 	24 Chamber Office Closed	25
26	27 Chamber Board Retreat	28 Ambassadors 9:30AM	29	30 Holiday Lighted Parade 7PM 		

■ LIST OF EVENTS

November 2—Harvest Omelet Breakfast
November 8—BA5 - Hy-Vee
November 14— Chamber CONNECT
November 11 & 12, 18 & 19 —BAMA Holiday Open Houses
November 23 – 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 2018 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.

IMPORTANT



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Mobile:
515.201.3953
Email:
yogarx.pro@gmail.com



Since 2010, Sara Klute Behn has been a group fitness instructor at the Boone YMCA teaching classes such as indoor cycling, Y Pump and others. In April, 2015, she began her 200 hour yoga certification through YogaFit, an international program which teaches the Hatha style of yoga. She will complete her 200 hour RYT (Registered Yoga Teacher) this year. To date, she has logged over 500 hours of teaching yoga classes. Her intention is to continue training with YogaFit International until she receives the highest level of training in yoga, Yoga Healthcare.

Since beginning her personal quest, she found numerous personal benefits for the mind, body and spirit. YogaRx, Your Prescription for Peace, was named after her personal experience of discontinuing anxiety medication in response to meditation and yoga practices. It is the mission of YogaRx to empower others, get them onto their yoga mat, off medications and in tune with their own mind, body and spirit. People of all ages are seeking peace, something gentle they can do to take care of themselves, both inside and out. Yoga is a lifelong, self care practice that everybody can achieve.

Since the inception of YogaRx in January 2017, the demand has been so great that she has contracted with additional instructors. Classes are taught at the Behn Center of Dance and hot yoga is provided at Boone Fitness Factory. Plus, during the summer months classes are offered in McHose Park, by the Boone Pool and even with goats!

If you have never done yoga before you are not alone. Please reach out to Sara with questions via email at yogarx.pro@gmail.com. Mats are offered if someone wants to try a class and does not have one.

Additionally, there has been an identified need for more kickbox classes in the community, so YogaRx is adding KickboxRx in January, 2018!

Please like YogaRx's Facebook page, follow them on Instagram, and keep up with their schedules via the website.



Ogden Legacy & Community Update

- Woodruff Construction was awarded the sewer contract at the last council meeting.
- Ogden now has a burning ordinance in place.
- Water's Edge church is hosting a supper on Saturday, Nov. 11 at 5 pm to show their appreciation for our local veterans.
- Many updates have been finished at the Leonard Good Community Center.
 - New, lighter tables have been purchased and the old ones sold.
 - New paint inside.
 - A new refrigerator and a new commercial sized range hood have been installed.
- The Ogden winter festival will be held Saturday, December 2 in the evening.

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RETAIL GRANTS PROGRAM

COMING SOON!

The Boone County Chamber is pleased to announce the launch of a new program for 2018 to assist our members in pulling off winning promotions to generate sales revenue.

The **Retail Grants Program (RGP)** is available to any member whose goal is to increase traffic through the door through creative events, promotions or advertising. **RGP** details, qualifications and grant period information will be coming to your email inbox soon.



This is one more way the Boone County Chamber is working to provide more tangible value to our members.

BOOST. LEAD. CONNECT.

HOW THE CHAMBER BOOSTS...

- 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

#BOOSTLEADCONNECT

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AND A BONUS NIGHT IN MUNICH!

Departing October 15 - 24, 2018

Welcome aboard the MS Amadeus Brilliant for a 7 night cruise visiting 4 European countries along the Danube. Our ports of call include Passau, Melk, Vienna, Budapest, Bratislava and Linz. We have chartered the entire ship and would love to have you join us on our Journey of Discovery as we cruise the Danube. Our cruise is not only a "Memory in the Making" but a great value as well.

*For additional information or questions please contact:
Kurt Phillips at (515) 432-3342*

■ CHAMBER TRAVEL

The Boone County Chamber is partnering with our peers across the state with the ***Iowa Chamber of Commerce Executives*** to offer an exceptional travel option next year, an amazing Danube River Cruise, launching in October 2018! You may be asking, “why is the Chamber offering vacation packages?” Here’s a little background: Many years ago, in an effort to build bridges between industry in all parts of the world, Chambers began to offer business-based itineraries that combined meetings with local officials, factory tours, and export/import conferences. In some cases, the trips also served to help establish “sister city” relations. Of course, these trips ALSO included the requisite local foods, and a greater understanding of the area’s culture and history, along with spectacular sightseeing and 5-star hotels. As these programs evolved it became apparent that the “vacation” portion of the trip was so inviting that soon Chambers and our industry partners moved toward offering trips dedicated to vacation destinations for the sole purpose of relaxation. Today’s itineraries include a variety of stops at famous landmarks and sites of historical significance, while offering each traveler time to explore on their own. Breathtaking scenery, scrumptious food, and the service only a top-tier travel company can deliver, are all packaged in one inclusive price. Take a peek at all the details on page 8 in this issue of the Chamber Express as ICCE travels the renowned Danube River in 2018. It could be your trip of a lifetime!

■ GROUND BREAKINGS



Boulders Inn and Suites
October 31, 2017



Pioneer Property Management– Alice Place Senior Living
November 1, 2017

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HOW THE CHAMBER LEADS...

- 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.

#BOOSTLEADCONNECT

Don't leave

money on the table

Rebate deadline is approaching

If you have completed any equipment upgrades or replacements in 2017, you may be eligible for a rebate. The deadline to submit rebate claim forms is January 31, 2018. Download forms at alliantenergy.com/forms.

If your business had an energy assessment done this year, it's not too late to review your top recommendations and make some energy-efficient improvements. Still need an assessment? You can schedule by calling 1-888-267-7516 or visiting alliantenergy.com/startsaving.



The 2018 Boone Area Leadership Program

The Boone Area Leadership Program dates will be January 23, January 30, February 6, February 13, February 20, February 27, March 6, March 20. Modules focusing on: Agriculture, Government, Education, Health & Human Needs, Recreation, and Economic Development. Tuition: \$400- Covers cost of program and meals.

If you are interested in enrolling in the 2018 BALP, or would like to nominate a candidate, please fill out the form below and send to:

Boone County Chamber of Commerce
Attn: BOONE AREA LEADERSHIP PROGRAM
903 Story Street

Boone Area Leadership Program 2018

Name: _____

Position: _____

Company: _____

Business Address: _____

Business Phone #: _____

Email: _____

Home Address: _____

Home/Cell Phone #: _____

Chamber CONNECT Seminar

Nov. 14th 2017 | 11-12:30 PM
Ericson Public Library, 4th Floor

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HOLIDAY LIGHTED PARADE and TREE LIGHTING SPECTACULAR

THEME: How the Grinch Stole Christmas

November 30th - 7pm
Downtown Boone

Entry forms can be
found at
www.booneiowa.us
Registration deadline
is November 22nd.



Maybe Christmas, he thought, doesn't come from a store.
Maybe Christmas, perhaps, means a little more.

President's Perspective

As our calendar year and my term as your Boone County Chamber of Commerce Board President is coming to end, I'm excited for the future of the Chamber and the opportunities Boone County has to continue to grow. There are many exciting new developments in Boone like the new hotel and new businesses starting up. Many of these developments are only possible through the partnerships and strong business relationships in our community. As we near our thanksgiving festivities, I am thankful for our committed staff, fellow board and committee members for all the time and devotion they put into making Boone a wonderful place to live and work. I am also thankful for all of you, our members, who are able to provide a sustainable business community as well as foster growth. Only through your support can we continue to fund important community initiatives and lead the way for business. Together, we've built the Chamber into a strong, active, and solvent organization. I'm proud of our accomplishments, appreciative of our staff, Board and member efforts, and confident that we will continue to succeed!

—Jamie Williams, Board of Directors President
Ericson Public Library

NEW MEMBERS



Yoga Rx, LLC
Sara Behn
515-201-3953
yogarx.pro@gmail.com



Essentially Natural
Rosanna Miller
907-957-8845
rjyutzy@yahoo.com



Ogden Telephone Company
Jim Heckman
515-275-2050
jheckman@ogdentc.com
202 West Walnut Street



Alice Place Senior living
Joe Marone
608-348-7755
joe@ppmrentals.com
Boone, Iowa



World Liquor
Ali Aquib
515-333-9499
worldliquoriowa@gmail.com
1030 8th St. Boone, Iowa



Community Update

Have a Happy Thanksgiving, knowing that Christmas is right around the corner! The Madrid Area Chamber is busy preparing for the Madrid Christmas Extravaganza. The Christmas Extravaganza will be held on Monday, December 4 from 6:00 to 7:30 p.m. A lighted parade begins at 6:00 p.m. in downtown Madrid. Entries must have lights, but no pre-registration is necessary, just meet near St. John's Lutheran Church. The popular Avenue of Trees and Wreaths and local crafters will have the latest in Christmas decorations. Visit the Madrid Historical Museum to see the many new exhibits. Businesses will host open houses and a hot meal will be served at the PEO Soup Supper, located at the SAM Center. Sign up all day at businesses to be one of 5 lucky people will win \$100 in MAC Money. MAC money is redeemable for goods and services at local businesses. Watch the Madrid Register News and the MAC website for more details. Contact Mary Swalla Holmes if you have questions or ideas at 515-681-552 or mswallaholmes@gmail.com

— Mary Swalla Holmes
Madrid Area Chamber of Commerce



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AllState insurance
October 3, 2017



Holly's
October 17, 2017



Cellular Advantage
October 24, 2017



Khan Chiropractic
October 10, 2017

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

■ BOONE & OGDEN AMBASSADORS

ribbons & shovels



World Liquor
October 31, 2017



Ogden Telephone
October 19, 2017

■ CHAMBER BENEFIT

KNOW YOUR CHAMBER BENEFITS #67:

Promoting tourism is not limited to certain months, rather, tourism requests occur all year long at your Chamber of Commerce. The Boone County Visitor Guide, which is mailed to each person who inquires about Boone, is a tool that is compiled and printed by the Convention & Visitors Bureau, a committee of the Chamber. The CVB is currently preparing to publish its 2018 Boone County Visitor Guide with a new layout. Be on the lookout for further information on advertising opportunities.

— Kris Blocker
Mgr. of Member Services and CVB



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■ CONVENTION & VISITORS BUREAU (CVB)

CVB HAPPENINGS

Tourism at its Best

I just returned from spending a weekend in the Berkshires in Massachusetts. I visited quaint New England towns and saw the vibrant fall colors presented by nature. I was impressed by the tourism magazine promoting the "experience" one can have during a visit to the region.

Boone County has a quality tourism magazine. Ten thousand are given away each year at the State Fair, at area attractions and businesses and at tourism related activities. The magazine tells our story and is used to promote the positive attributes of Boone County.

Let's all join together to "sell" our region and create the best "experience" for our visitors. Hand out our tourism magazine and encourage visitors to spend time at area attractions, local businesses and in our communities.

Our region benefits when we are all on the same "page." Call or email Kris at the Chamber office to request copies of the tourism magazine (515.432.3342 or office@booneiowa.us).



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

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■ BOONE AREA MERCHANT'S ASSOCIATION

BAMA




BOONE for the **HOLIDAYS!**

HOLIDAY OPEN HOUSES
Saturday & Sunday
November 11th & 12th and 18th & 19th

HOLIDAY LIGHTED PARADE
Thursday, November 30th • 7pm
 Parade on Story Street from 5th to 9th
 Followed by the lighting of the Community Christmas Tree

SANTA'S WORKSHOP
Saturdays now through December 23rd
Sundays November 12th & 19th
 Visit Santa in his workshop on the corner of 8th and Story St.

■ NEWS IN A NUTSHELL

The Board of Directors of the Boone County Chamber of Commerce is pleased to announce the slate of Directors nominated and approved at the October board meeting to begin three-year terms starting in January of 2018:

- Perry Overton - Edward Jones
- Fred French - Hy-Vee
- Lois Powers - Boone County Landfill
- Mara MacKay - Boone County History Center

Also nominated and approved for 2018 are the following officers of the executive committee:

- Michelle Kelly- President- Training for Warriors
- Bill Gebhart- Vice President- Genesis Development
- Craig Downs- Treasurer- Iowa Micro Loans
- Fred French- At Large – Hy-Vee
- Perry Overton – At Large – Edward Jones

CE Trivia Answer: 1846



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Thank you to everyone that came out and enjoyed October's
Business After 5 at the Fareway Conference Center

November BA5

Hy-Vee Wine & Spirits
November 8th



December BA5

Boone High School Commons
December 12th

Food • Live Music • Giveaways

BOOST. LEAD. CONNECT.

How the Chamber Connects...

- 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

■ THE POWER OF CHAMBER GIFT CERTIFICATES

There are two anxieties of the Holiday shopping season: How to get all the shopping done, and what to buy for the “hard to buy for” person on your list. The Chamber has one really good solution: Chamber Gift Certificates (sometimes referred to as *Boone Bucks* or *Chamber Dollars*). Chamber Gift Certificates allow the receiver of the gift to use them at nearly 280 local chamber member businesses. **Now that’s flexibility!** And since these businesses are local, there’s no hour-long drive through heavy traffic to use them. **Now that’s convenience!** And not to be forgotten, the money spent on Gift Certificates stays local, recirculating through our Boone County economy, helping to pay for the things we need to sustain city and county services, education, and the like. **Now that’s a feel good story!** Since 2011 the Chamber’s Gift Certificate program has injected more than \$100,000 into the local economy. **Now that’s impact!** So, if you want flexibility, convenience, to feel good about your purchase, and make an impact on the local economy, at the same time you reduce your shopping anxiety and get something the “hard to buy for” person can definitely use, then Chamber Gift Certificates are for you. **AVAILABLE MONDAY THROUGH FRIDAY, 8AM TO 5PM, AT THE CHAMBER OFFICES, 903 STORY STREET**

- Great for Employee Rewards Programs
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Date _____

BOONE AREA CHAMBER OF COMMERCE

“SHOP BOONE” GIFT CERTIFICATE

Payable to _____

This Certificate Worth \$ _____

Redeemed at _____ by _____

Boone Area Chamber of Commerce Incentive Dollars

WORKING TO BUILD A BETTER BOONE!

RETAILERS: Please issue customers store credit, a store certificate or gift card if this certificate is not fully redeemed at the time of initial purchase.

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