

VOLUME 33, EDITION No. 10 | OCTOBER 2017

BOONE
COUNTY



IA IOWA
CHAMBER OF COMMERCE
CONVENTION AND VISITORS BUREAU

chamber

Express



NEWSLETTER OF THE BOONE COUNTY CHAMBER OF COMMERCE

MEET THE TEAM

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The Chamber Express newsletter is
 published by the

Boone County Chamber of Commerce

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www.booneiowa.us

■ CONTENT

- 3 FROM THE DESK OF THE DIRECTOR**
- 4 CALENDAR**
- 5 LIST OF EVENTS/ PUFFER SURVEY RESULTS**
- 6 MEMBER SPOTLIGHT**
- 7 OGDEN REPORT**
- 8 CHAMBER CONNECT SEMINAR**
- 9 BAMA TRICK OR TREAT**
- 10 BALP/HARVEST OMELET BREAKFAST**
- 11 HOLIDAY LIGHTED PARADE**
- 12 PRESIDENT'S PERSPECTIVE/NEW MEMBERS**
- 13 MADRID AREA CHAMBER REPORT**
- 14 BOONE AMBASSADORS**
- 15 OGDEN AMBASSADORS/ CHAMBER BENEFIT**
- 16 CVB HAPPENINGS**
- 17 BAMA/ NEWS IN A NUTSHELL**
- 18 BUSINESS AFTER 5/ BUSINESS BEFORE HOURS**
- 19 CHAMBER BUCKS**

CE TRIVIA:

What year did Iowa become part of the Missouri Territory?

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

I recently had the opportunity to hear Gary Barta, the Athletic Director for the University of Iowa, speak to a room full of Iowa Chamber of Commerce Executives and their staff about his role as a leader within the university. Of course there is budget oversight, hiring and dismissals, strategic vision, chief department spokesperson and the like. But there was one other key message about leadership that I took away from Mr. Barta's presentation. It's one I have heard before, particularly in collegiate athletics where coaches talk about the role they play as teachers and leaders in the formation of young men and women in society. Really, the best leaders in every industry should understand the impact they have on employees and the role they play in personnel development. A good leader is not a dictator, rather one who empowers staff to take on new projects and get involved in key decisions. A good leader is not one who shines the spotlight on themselves. Instead, they enthusiastically and publicly applaud their employees' efforts and seek further opportunities for them to grow and find continued success. Good leaders, as Mr. Barta put it, "hire people smarter than themselves." Not the other way around. The Hayden Fry coaching tree is often referenced when college football broadcasters marvel at the success of the many men who first worked for Coach Fry, then went on to amazing success themselves: Kirk Ferentz, Bob Stoops, Barry Alvarez, and Bill Snyder to name just a few. Clearly Fry had a program in place to mentor these men as they learned the trade and bettered themselves. Without that system it is unlikely the team would have experienced the unprecedented successes of his twenty years at the helm of the football program. *Good leaders develop the next generation of good leaders.* As the Boone County Chamber of Commerce prepares for our 2018 Boone Area Leadership Program, I encourage you to consider two things: 1) Be the leader that works to develop employees, and 2) nominate an employee or yourself to participate in our Leadership Program as a way to raise the bar on your personal development.

—Kurt Phillips, Executive Director
Boone County Chamber of Commerce

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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



OCTOBER 2017

1	2	3	4	5 High School Business Tours	6 Executive Meeting 8:15AM	7
8	9	10 Ambassadors 9:30AM	11	12 High School Ag Tours	13	14
15	16 Chamber Board Meeting 11:30AM	17 Ambassadors 9:30AM	18 BAMA Meeting 7:30AM	19	20	21
22	23 CVB Meeting 7:30AM	24 Ambassadors 9:30AM	25	26 BAMA Trick or Treat Night 	27	28
29	30	31 Ambassadors 9:30AM				

■ LIST OF EVENTS

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
Recycling Center**

Call 433-0591 or email:
info@boonelandfill.org

for information on workplace recycling

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The Chamber Staff conducted a short survey during the Pufferbilly Days™ festival. Attendees who stopped by the Memorabilia and Information booth were asked to answer some brief questions. The following results, while not scientific, shed some light on the economic impact of one of Iowa's largest community festivals.

- 30% of festivalgoers are from outside of Boone. Of those from outside Boone 77% come from more than thirty (30) miles away.
- The average group attending the festival is approximately five people.
- The average expenditure per person attending Pufferbilly Days™ is \$80.81.
- Festivalgoers took in between two to three days, on average, of the festival.
- Just under half of the respondents heard about Pufferbilly Days™ from their friends or family. Roughly a third heard about our events on social media.
- Many respondents wrote that Pufferbilly Days™ is always on their annual calendar to attend, while one respondent shared that they met their spouse at Pufferbilly Days™ thirty years ago.

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■ MEMBER SPOTLIGHT

Bill Gebhart Projects, Inc. is a boutique creative production and marketing company that dedicates itself to telling your stories through high quality, professional media services at a budget-friendly price. Bill Gebhart Projects' services range from developing creative content to producing high-end media presentations, BGP helps allow you to get your messages out in an effective way. No matter the story you have to tell, BGP has the skill and the means to bring your story to life. It's YOUR media to tell YOUR story.

Check out Bill Gebhart Projects, Inc. at billgebhartprojects.com or on Facebook at facebook.com/billgebhartprojects. Free consultations and quotes on video or other marketing services.





Ogden Legacy & Community Update

The city of Ogden has begun the process of letting bids for the WASTEWATER TREATMENT FACILITY ACTIVATED SLUDGE UPGRADE project. Bids will be accepted through October 6th. A plan is in motion to allow area businesses to sponsor new streetlights that are proposed for downtown Ogden. Curt Erickson has two new homes going up in his former trailer home development. Peoples Trust and Savings Bank has sold to Rigler Investment Co. of New Hampton, Iowa. Rigler Investments own and operate the State Bank branches in eight northern and northeastern Iowa communities. The combined assets of the two banks will total nearly \$700 million and make it one of the state's 25 largest bank holding companies.



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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...

- **ENTREPREURIAL** - 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

Chamber CONNECT Seminar

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

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TRICK OR TREAT

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OCTOBER 26 | 5PM-7PM

6TH-9TH BLOCK OF STORY STREET

Come join the Boone Area Merchants as they host Trick-or-Treat Night. Piggy Banks will be available for Shop with a Cop donations.

Questions? Please call 515-432-3342





Boone Area Leadership Program

Now accepting nominations for the 2018 Class. Please submit nominations to events@booneiowa.us or call Alyssa at 432-3342.

Boone Area Leadership Program 2018

Name: _____

Position: _____

Company: _____

Business Address: _____

Business Phone #: _____

Email: _____

Home Address: _____

Home/Cell Phone #: _____

Harvest Omelet Breakfast



November 2, 2017

From 6AM-9AM

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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

The Healthiest State Initiative's 7th annual state-wide walk, is October 4th. Boone County has at least 12 planned walks! When it comes to wellness at work, Iowans spend anywhere near 40 or more hours a week at work, so it's important that health awareness is persistent throughout workplaces. The Healthiest State Initiative has valuable information for businesses and their employees at their website: <http://www.iowahealthieststate.com/resources/worksites/>

Why should we care about health and wellness?

Healthier children, employees, and communities create a healthier business climate. Understanding that an investment in health and wellness boosts economic competitiveness, the Association of Chamber of Commerce Executives', (ACCE) Education Attainment Division has developed resources to help business organizations embrace their role to improve health and wellness outcomes in their community. Their following three frameworks offer health and wellness approaches that you can utilize to incorporate sustainable health and wellness strategies into education and workforce development efforts: "Ready to Learn", "Workplace Wellness" and "Healthy Community Culture". The "Ready to Learn" approach highlights the most critical aspect of childhood development, which is children must be healthy so that they are better prepared for and able to learn in school. Did you know that each dollar spent on effective early childhood programming can yield a return on investment to society ranging from \$1.80 to \$17.07?

We also know that an employee's health has consequences for our businesses' ability to succeed. It affects productivity and health care costs. For every dollar spent on employee wellness programs, employee medical costs fall about an average of \$3.27 and absenteeism costs fall about \$2.73.

"Healthy Community Culture" acknowledges that health outcomes are affected by various community conditions and environmental factors. The U.S. could save more than \$16 billion annually within five years if a \$10 investment was made per person each year on community-based wellness programs. Community stakeholders and individual employers, have a strong civic and economic interest to work together in building a balanced health, safety and wellness agenda.

If you're thinking about how you can create and benefit from a healthier workplace and community, this information came from the Association of Chamber of Commerce Executives website. More information about sample best practices, research, resources, and funding opportunities is available at www.acce.org/EAD_Health. Take time for your health and go for a walk on October 4th!

—Jamie Williams, Board of Directors President
Ericson Public Library

NEW MEMBERS



River Bottom Dog Resort
Jodi Stumbo
575 Juniper Rd.
Pilot Mound, IA
515-290-3242

Khan Chiropractic PLLC
Nathan Khan
228 Mamie Eisenhower Ave.
Boone, Iowa
515-298-0515





Community Update

Madrid's progress continues with the upgrading and painting of the water tower. The new design will feature the school colors of orange and black and will include cribbing similar to the MAC logo. The city government continues to work closely with MAC to develop consistent branding for the community. MAC is changing the time of their monthly meetings to reflect their evolving structure. The first Wednesday of the month business meeting will continue to be at 7:00 a.m. at the Cedars in Madrid. The third Wednesday of the month meeting will now be in the evening at 6:00 p.m. and include time for committees to form and do their work. The location of these meetings will change, so watch the website (madridiachamber.com) and e-mail for notification of location.

— Mary Swalla Holmes
Madrid Area Chamber of Commerce



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Sacred Heart School
September 5, 2017



Schroeder-Reimers Memorial Chapel
September 12, 2017



Central Iowa Impact
September 19, 2017



BCH - Wound & Hyperbaric Center
September 26, 2017

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

■ OGDEN AMBASSADORS

ribbons & shovels



Ogden City Hall
September 21, 2017



Functional Chiropractic
September 21, 2017

■ CHAMBER BENEFIT

KNOW YOUR CHAMBER BENEFITS #66:

Business member brochures may be displayed and distributed at the chamber office and/or at the Convention & Visitors Bureau caboose visitor center. Brochures are also distributed by mail to fill specific requests.

—Kris Blocker



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■ CONVENTION & VISITORS BUREAU (CVB)

CVB HAPPENINGS

Tourism Today

One of the members of the Boone County Convention and Visitors Bureau stated at a meeting: ***We do not need to focus as much on bringing new visitors to our county. They are coming! We attract over 500,000 people a year to Boone County to enjoy our major attractions. We just need to do a better job of getting our visitors to take in other attractions, shop and eat at our businesses and stay overnight at our hotels.*** He was not saying to forget about attracting new visitors. He was just saying we need to do a better job of getting our visitors to spend more time at our local businesses. We need to provide our visitors with excellent options so that they stay in our county, support our local businesses and have a great time. This will pay dividends when they return home to tell a friend or family member about their great experience.

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

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■ BOONE AREA MERCHANT'S ASSOCIATION

BAMA



Mark your calendar with the following upcoming events:

Holiday Open House: November 18th & 19th

Holiday Lighted Parade: November 30th (Theme: How the Grinch Stole Christmas)

Santa will be in his work shop on 8th and Story every Saturday starting November 18th through December 23rd, noon-2pm

As always we encourage you to attend a BAMA meeting, the third Wednesday of each month at 7:30am in the chamber board room.

—Alyssa Knudsen
Manager of Programming and Events
Boone County Chamber of Commerce

■ NEWS IN A NUTSHELL

- Note: Sign Up for the **2018 Boone Area Leadership Program** coming soon! Look for more details on page 10.
- **THANK YOU** to all the Pufferbilly Days Steering Committee, Logistics Crew, Chairman, and Volunteers for a successful 2017 festival!
- The City of Boone is working with the Green Space Coalition to develop concepts for the grassy area at 8th and Story St.
- **Don't forget to vote** in the city elections Tuesday, November 7th.
- The first annual **YesterBoone** reportedly had over 1,500 voters for best exhibit and venue.

CE Trivia Answer: 1812

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Thank you to everyone that came out and enjoyed September's Business After 5 at BCH - Wound and Hyperbaric Center

October BA5

Fareway
October 17th



FAREWAY STORES

BUSINESS AFTER 5

OCTOBER 17TH
5-7PM



FAREWAY
EDUCATIONAL
CENTER

1215 South Marshall
Boone, IA

SACRED HEART SCHOOL

BUSINESS BEFORE HOURS

OCTOBER 10, 2017
7:30AM-8:30AM
SACRED HEART
GYMNASIUM

A BREAKFAST FOR BUSINESSES, DONORS AND GUESTS TO INTRODUCE THE SACRED HEART SCHOOL GALA, IT'S PRIORITIES AND PROJECTS. TAKE A TOUR TO SEE PROJECTS FUNDED WITH GALA PROCEEDS. MEET STUDENTS TO HEAR ABOUT THE IMPACT IT'S MADE IN THE SCHOOL, AND ENJOY A BREAKFAST SPONSORED BY BOONE HY-VEE AND FAREWAY.

■ CHAMBER OF COMMERCE

Get your holiday shopping done early this year! Stop by the chamber to purchase Chamber Dollars in any denomination that can be used at any one of our chamber member businesses. Whether you're shopping for those hard to shop for friends and family or even your employees and co-workers, Boone Bucks make a great present that also keeps your dollars local.



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