VOLUME 34, EDITION 4 • APRIL 2018

Boone County Iowa
Chamber of Commerce
Convention and Visitors Bureau

chamber Express

1908 ~ 2018

Serving Boone County for 110 Years!

Newsletter of the Boone County Chamber of Commerce

MEET THE TEAM

2018 Board of Directors

Michelle Kelly, President*
Bill Gebhart, Vice President*
Craig Downs, Treasurer*
Jamie Williams, Past President
Aric Reicks
Mark Schneider
Amy Landas
Doug Lau*
Jeanna Warrick
Perry Overton*
Becca Anderson
Mara MacKay
Lois Powers

*Executive Committee Members

Ex-Officio

Dr. Brad Manard, Dr. Drew Nelson, Bill Skare

Chamber Staff

Kurt R. Phillips
Executive Director
Email: director@booneiowa.us

Alyssa Knudsen
Mgr. of Programming and Events
Email: events@booneiowa.us

Kris Blocker
Mgr. of Member Services and CVB
Email: office@booneiowa.us

Contact Us

The Chamber Express newsletter is published by the
Boone County Chamber of Commerce
903 Story Street | Boone, Iowa 50036
Phone: 515.432.3342
events@booneiowa.us
www.booneiowa.us

IN THIS ISSUE

3 From the Desk of the Director
4 Calendar of Events
5 List of Events
6 Member Spotlight
7 Ogden Report/News in a Nutshell
8 Presidents Perspective/New Members
9 Retail Promotions Grant
10 Madrid Community Update/ Member Benefit/Boone Area Leadership Program
11 Chamber Annual Meeting/Ag Omelet Breakfast
12 Boone/Ogden Ambassadors
13 Non-Profit of the Month
14 CVB Happenings
15 Alliant Energy
16 Business After Hours
17 Chamber Golf Classic
18 Chamber CONNECT-Employee Safety training

CE Trivia:

In what year did the Mamie Doud Eisenhower Birthplace open to the public?

ANSWER ON PAGE 18

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

ANTI-social media

Social media recently celebrated it's twentieth anniversary. Back in 1997 a small company introduced a product that allowed users to upload a profile about themselves and share that information with others. Things really took off in 2004 when the behemoth known as Facebook debuted. Today, more than 2.2 billion accounts exist on this platform. Everyday, every year, more social media sites are added to the list with the latest and greatest new app allowing users to share information, news, views, pictures and more. Businesses caught on quickly and now most all of us have at least one site or page we manage to convey what's happening in our worlds.

However, what started out as a neat way to share the aspects of one's personal life or business successes has morphed into a tool that is now often used to bully children, shame individuals or companies, and generally wreak havoc in society. This phenomena even has a name: ***trolling***. Social media has become an anti-social cultural change. At its most extreme, almost all of the terrible mass killings in the past five years have had some association with social media, posting rants and inflammatory messages prior to the horrific acts, messages that unfortunately were caught too late and after the deed was done.

What does all of this mean to the world of business?

While social media is an incredibly powerful tool to get your message out, and more and more money is being spent on advertising in the digital world, this same tool can bite back tenfold if someone decides you don't deserve the merits of your efforts. Social mediums do not include a high level of regulatory scrutiny, meaning that defamatory posts against you or your business may be harder to defend. The United States Air Force developed a social media response flow-chart and policy that you can view below that offers ways to respond, or avoid responding at all. At the Chamber, we believe you should make it a practice of being aware of what's happening in the social media universe. At the same time, our position is to use our own social media outlets, website and member focused communication tools to promote the positive and factually correct information about the work we do to help make Boone County a better place to live, work and play.

—Kurt Phillips, Executive Director
Boone County Chamber of Commerce

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

our vision:

"To be the leading resource for industrial, retail, tourism, and community betterment initiatives throughout Boone County"

Boone County Iowa Chamber of Commerce Convention and Visitors Bureau

CHAMBER EXPRESS · APRIL 2018

APRIL 2018

S	M	T	W	T	F	S
1	2	3	4	5	6 Executive Meeting 8:15AM	7
8	9	10 Ambassadors 9:30AM Pufferbilly Days Meeting 7:30AM	11	12	13 Chamber Legislative Broadcast 8:35AM	14
15	16 CVB Meeting 7:30AM Chamber Board Meeting 11:30AM	17 Ambassadors 9:30AM	18	19 High School Tours	20	21
22	23	24 Ambassadors 9:30AM Business After Hours 4:30-6PM @ Salama Greenhouse	25	26 High School Tours	27 Business Before Hours 7:30-8:30AM @ KWBG	28
29	30	Ambassadors 9:30AM				

LIST OF EVENTS

April 10 - Convention & Visits Bureau Annual Meeting
April 13 - Chamber Legislative Broadcast
April 19 - Chamber HS Tour
April 24 - BAH - Salama Greenhouse
April 26 - Chamber HS Tour
April 27 - Business Before Hours - KWBG Radio
May 3 - Chamber CONNECT Seminar
May 22 - BAH - US Bank
May 28 - Memorial Day (Chamber Closed)
May 31 - Chamber Golf Day (rain date the 14th)
June 2 - Ogden City Wide Garage Sale
June 19 - Member Appreciation
June 21-23 - Ogden Fun Days
June 26 - BAH - Midwest Insurance
July 4 - Independence Day, Fireworks at Boone Speed
July 24 - BAH - Genesis Development
August 2 - Chamber CONNECT Seminar
August 9-19 - CVB at Iowa State Fair
August 16 - Chamber of Commerce New Teacher Breakfast
August 28 - BAH - ISU 4-H Extension
August 28-30 Farm Progress Show
September 1 - All American Car Show
September 1-3 - Madrid Labor Day Celebration
September 3 - Labor Day (Chamber Closed)
September 3-8 - IMCA Super Nationals
September 6-9 - Pufferbilly Days Celebration
September 25 - BAH - Boone High School
September 27 - Chamber HS Tour
October 4 - Chamber HS Tour
October 23 - BA5 - Fareway
October 25 - Downtown Retailers Trick or Treat Night
November 1 - Harvest Omelet Breakfast
November 6 - BA5 - Hy-Vee
November 22 - Thanksgiving (Chamber Closed 22 & 23)
November 29 - Holiday Lighted Parade
December 1 - Ogden Christmas on Main
December 3 - Madrid's Christmas Extravaganza
December 6 - Chamber CONNECT Seminar
December 11 - BAH - APC
December 25 - Christmas (Chamber Closed)

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.

Every EXIT leads to new opportunities!

Whether you're ready to buy or sell a home or if you're simply looking for a new career, just head for the nearest EXIT!

EXIT Realty Lora & Company

Ames 450-5242 & Boone 432-8872

LoraAndCompany.com

BANK OF THE WEST

INNOVATIVE SOLUTIONS. PERSONALIZED SERVICE.

717 8th Street • (515) 432-1220

www.bankofthewest.com

EQUAL HOUSING LENDER

INTRODUCING...

Josiah Goldammer, D.O.

Dr. Goldammer, Family Medicine, is a member of the Boone County Hospital Medical Staff, and is now providing care at Boone County Family Medicine (BCFM) South, 1115 South Marshall Street, Boone, with Dr. Anderson, Dr. Dunker, Dr. Peterson and Dr. Sheffler.

Dr. Goldammer received his Doctorate Degree from West Virginia School of Osteopathic Medicine, Lewisburg, West Virginia, and completed the Lonesome Pine Family Residency Program, Norton, Virginia.

Boone County Family Medicine www.boonehospital.com

To schedule an appointment, call 432-2335.

Checking accounts just got a whole lot better

VisionPerks Checking

from VisionBank®

1704 SOUTH MARSHALL, BOONE | 515-433-4499
504 STORY STREET, BOONE | 515-433-7051
217 WEST MULBERRY, OGDEN | 515-275-2420

24/7 ROADSIDE ASSISTANCE
LOCAL COUPONS ON YOUR PHONE
DISCOUNTED ADVENTURELAND TICKETS
PRESCRIPTION DISCOUNTS
FREE CHECKS°
FREE STOP PAYMENT SERVICE
TRAVEL DISCOUNTS
NATIONAL ONLINE RETAIL SAVINGS
AD&D INSURANCE*
IDENTITY THEFT PROTECTION*
CELL PHONE PROTECTION*

° 2 free boxes of checks each year.

*Insurance products are not deposits, not FDIC insured, not insured by any federal government agency and not guaranteed by the financial institution. Please contact a Retail Banker with any questions.

www.VisionBank.com

Member FDIC

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***

Would your business like to be the next Member Spotlight? Contact Alyssa at events@booneiowa.us to learn more!

OGDEN LEGACY & COMMUNITY UPDATE

The Ogden City council is still working on the sewer plant update and have ordered the new street lights for downtown. They are still also working on annexation, TIF and tax abatement. Ogden Legacy Housing Committee has started the 2018 Ogden fix up campaign and have applications at different business in downtown. The Legacy Board is working with several businesses that want to locate in Ogden and need building space. Ogden is planning the City wide Garage Sale for June 9 & 10, Ogden Town Cleanup June 16 and Ogden Fun Days June 22 & 23.

NEWS IN A NUTSHELL

WELCOME to our newest members: David Weaver and The Lucky Pig Pub & Grill and Sam's Club

SAVE THE DATE: Chamber CONNECT Seminar– Employee Safety Awareness Training, May 3rd. More details to come.

FORE! It's almost that time of year again, dust off those clubs and join us for the Chamber's Annual Golf Classic, May 31st at Cedar Pointe. Early bird special until April 30th, visit www.booneiowa.us for more details and to get signed up today!

Our last Chamber Legislative Update is April 13th, get your questions answered , visit www.booneiowa.us to submit your question to be aired on KWBG at 8:35AM.

RAGBRAI is coming to town! Interested in getting involved? Contact Kris at office@booneiowa.us or 432-3342 to learn how.

Is your service club or organization looking for ways to give back? The Chamber Downtown Maintenance Program is looking for groups to help beautify downtown Boone. Groups of 6-8 adopt the downtown for a couple hours and provide clean-up and grooming to the area. If interested or would like more information, please contact Alyssa at events@booneiowa.us or call 432-3342.

BOOST. LEAD. CONNECT.

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

PRESIDENT'S PERSPECTIVE

Is it Spring yet?

The good news is yes even if the weather doesn't seem to cooperate. Spring brings in the feeling of renewal, a feeling of rebirth. It presents a time for all of us to emerge from our winter mindsets to having a fresh new perspective on the warmer months ahead. What's even crazier is that the first quarter of the year is over. As business owners have you taken time to reflect on your first quarter goals? Have you sat down and wrote out your second quarter goals for 2018? In my line of work I see how often we get stuck in outcome goals rather than behavioral goals. Outcome goals focus on just that, the outcome of a desired result. Behavioral goals focus on which specific actions need to be taken to get there. Outcome goals are usually out of our control, behavior goals are within our control. Does your behavior match what you are trying to achieve in your business to reach a specific outcome? Use this time of Spring renewal to set some behavioral goals for this 2nd quarter. I hope you all enjoy the coming weeks of warmer weather!

—Michelle Kelly, Board of Directors President
Training For Warriors

NEW MEMBERS

David Weaver
1733 B Avenue
Rippey, Iowa 50235
563-940-1414

The Lucky Pig Pub & Grill
PO Box 113
Ogden, IA 50212
515-275-9946

Sam's Club
305 Airport Road
Ames, IA 50010
515-233-9750

BOOST. LEAD. CONNECT.

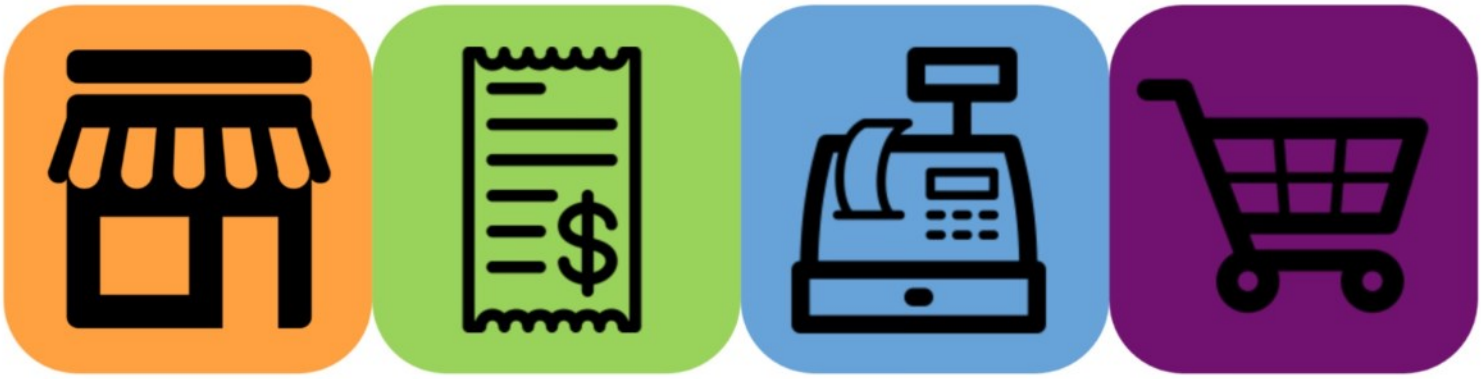
How the Chamber CONNECTS...

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



$ FREE MONEY $

RETAIL PROMOTIONS GRANT PROGRAM NOW AVAILABLE!

Visit www.booneiowa.us or call Alyssa at 432-3342 for more information.

MADRID COMMUNITY UPDATE

Madrid Area Chamber of Commerce

Madrid Area Chamber of Commerce will sponsor the City Wide Garage Sales on May 5th. Maps will be available at area businesses and in the Madrid Register News. Plans are developing for summer fun in Madrid! Watch the MAC, Madrid Iowa Facebook page for upcoming summer food truck events. Interested in connecting in Madrid? Come to our monthly meetings, 7:00 a.m. on the first Wednesday of the month at Cedars dining room or 6:00 p.m. at the Historical Museum on the third Wednesday of the month. See you there!

— Mary Swalla Holmes
Madrid Area Chamber of Commerce

CHAMBER BENEFIT

#72

Did you know the Chamber of Commerce has a board room that we offer to members free of charge? Use our largest meeting room and kitchenette, LCD projector and screen (advance reservations required) for your next meeting, reunion, shower, etc.

— Kris Blocker
Mgr. of Member Services and CVB

BOONE AREA LEADERSHIP PROGRAM

CHAMBER ANNUAL MEETING

Our guest speaker, NASA Astronaut, Clayton Anderson talking about his endeavors in space.

The Chamber Annual Meeting hit record numbers with 140 chamber members in attendance.

Entrepreneur of the Year: Jimmy's Barbeque Pit
Business/Industry of the Year: Kruck Heating & Plumbing
Fenner H Stevenson Volunteer of the Year: Travis Stevenson

AG OMELET BREAKFAST

March 8th, we hosted our annual Spring Ag Omelet Breakfast. We served up over 240 omelets! Thanks to our volunteers, sponsors and those that came out to support 4-H and FFA scholarships.

BOONE & OGDEN AMBASSADORS

Boone & Scenic Valley Railroad · March 6, 2018

Boone Vision Center · February 13, 2018

Helping U Hear · February 20, 2018

Hy-Vee · February 27, 2018

Everlastings Flowers & Gifts · March 15, 2018

Ogden Vet Clinic · March 15, 2018

Thank you to Walgreens 1-Hour Photo for the donation of our Ambassador photos.

NON-PROFIT OF THE MONTH

genesis DEVELOPMENT

Genesis Development creates opportunities, choices and supports for people with disabilities and they have been doing this since 1973. Genesis started as the Greene County Sheltered Workshop in 1973 and, now in our 45th year, we have 13 sites across central Iowa serving 16 different counties. The programs include: Residential programs, Employment programs, Day Habilitation programs, Mental Health Therapy, Crisis Management programs, Transitional Living programs and a summer kids day camp. Last year, Genesis served 4,325 individuals across the state in a variety of programs.

Genesis Development in Boone is the second largest site in the entire company with a little over 90 staff. Boone site has 5 group homes (4 in Boone and 1 in Ogden). We have a large Supported Community Living program in which staff help individuals that live in their own home. In addition, we have a large day program called Discovery, mental health therapy and a large Employment Services Department. At Genesis, our goal is to help integrate individuals with disabilities into the community to the best of their ability. We believe that everyone can live, work and recreate in their community and we strive to provide the support for people to do so. For more information about Genesis Development check out our website genesisdevelopment.com or contact the Boone office at (515)432-7288.

Pat Clemons Inc.

Chevrolet • Buick • Pontiac • Dodge
Oldsmobile • GMC • Chrysler • Jeep

Phone 515/432-5150
www.patclemons.com

FLYNN Real Estate

804 8th Street • Boone, IA 50036
Business 515-432-8860 • Fax 515-432-9968

www.flynnrealestateiowa.com

Becky Dose

515-298-1121

$6.4 Million in sales for 2014

Choosing The Right Realtor Really ~~Does~~ Dose Make A Difference!

FRESH PRODUCE

GROCERY DEPT. 432-7519

FAREWAY ECONOMICAL FOOD STORES

USDA CHOICE BEEF CUTS

MEAT DEPT. 432-8760

1711 HAWKEYE DR. BOONE, IA

CVB HAPPENINGS

I had the opportunity to run on the trails in Tallman Mountain State Park in New York this past weekend. I was surrounded by towering trees and magnificent views of the Hudson River Valley. What an incredible outdoor experience!

Boone County offers a similar experience with the Des Moines River Valley. The High Trestle Trail, Ledges State Park and other outlooks along the river offer beautiful vistas of the areas greatest natural feature.

The Chamber is leading the charge for new trails connecting our communities, attractions and the river valley. This is a fantastic chance to create the best trail system in the Midwest. A view that cannot miss!

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

Boone County Recycling Center

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

for information on workplace recycling

Pizza Ranch

Chamber Members save 10%
on your next order
(Print this page)

432-2222
1703 South Story Street
Boone, Iowa

KRUCK
Plumbing & Heating Co., Inc.
Since 1941—Where Quality Costs Less
734 7th Street, Boone, Iowa 50036
Phone:515-432-2210
EEO

UNITED BANK of IOWA
The Difference is Here!
Member FDIC
1609 Hawkeye Dr. • Boone • 515-432-2028
www.unitedbk.bank

Stop the burnout

Upgrade to LED lighting

LEDs last 25 times longer than traditional bulbs. That means less time changing bulbs and more time running your business. With money-saving rebates, it's the perfect time to make the switch.

alliantenergy.com/rebates
1-866-ALLIANT (866-255-4268)

Rebates are for existing buildings only. Must be ENERGY STAR® or DesignLights Consortium® (DLC) qualified.

Alliant Energy™
Powering Beyond

© 2018 Alliant Energy 6280701 3/18 MJ

BUSINESS AFTER HOURS

MARCH

24

SALAMA GREENHOUSE & FLORAL INC.

515.432.4373

204 S Division St
4:30pm-6:00pm

NEW TIME!

March BAH

Boone Valley Brewing

Schedule your dental appointment today!

Midwest Dental

515.432.3511 - midwest-dental.com/boone
1905 S. Marshall Street, Boone, IA 50036

RIDE HIRTA

1.877.686.0029
erides@ridehirta.com

usbank
Five Star Service Guaranteed

724 Story Street
(515) 432-7611

1207 South Marshall Street
(515) 432-7878

EQUAL HOUSING LENDER

Member FDIC

Moffitt's Ford

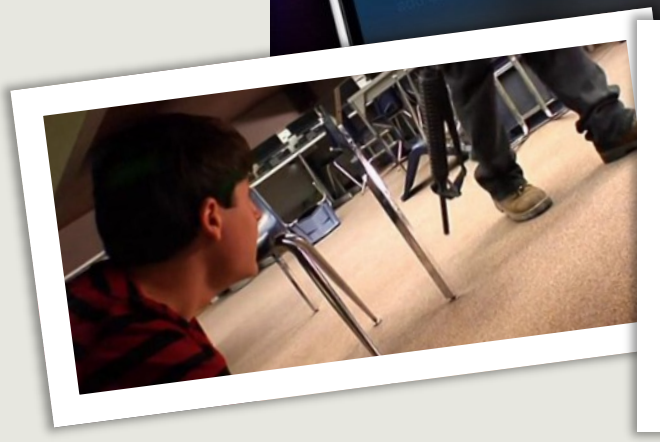
Boone's FORD Dealer for 86 years!

Highway 30 • Boone

432-6336

FORD-LINCOLN-MERCURY

Boone County Iowa
Chamber of Commerce
Convention and Visitors Bureau
CHAMBER GOLF
CLASSIC
MAY
31
Food • Contests • Prizes • Fun
Early Bird Special
-Until April 30th -
$300
Per Foursome
Cedar Pointe Golf Course
Check-In: 9AM | Start: 10AM
Thank you to our
2018 sponsors!
VisionBank
See what we can do for you.
usbank
For further information and to get
registered visit www.booneiowa.us.



EMPLOYEE SAFETY TRAINING

May 3, 2018

This seminar is designed to teach employees and managers how to confidently deal with a critical situation or threat in the workplace.

More details to come.

CE Trivia Answer: 1980