



chamber

Express



SERVING BOONE
COUNTY
FOR 110 YEARS!

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

- 3 FROM THE DESK OF THE DIRECTOR
- 4 CALENDAR OF EVENTS
- 5 LIST OF EVENTS/ PAY IT FORWARD
- 6 MEMBER SPOTLIGHT
- 7 OGDEN REPORT/NEWS IN A NUTSHELL
- 8 PRESIDENTS PERSPECTIVE/ MADRID UPDATE/
MEMBER BENEFIT/ NEW MEMBERS
- 9 TRICK OR TREAT
- 10 BOONE AMBASSADORS/ OGDEN AMBASSADORS
- 11 ALLIANT ENERGY
- 12 NON-PROFIT OF THE MONTH
- 13 CVB HAPPENINGS
- 14 BUSINESS AFTER HOURS
- 15 HARVEST OMELET BREAKFAST
- 16 PUFFERBILLY DAYS
- 17 PLUGGED IN SURVEY RESULTS

CE TRIVIA:

In what year did Highway 30 south of Boone open?

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"

“Survey says.....?”

Richard Dawson made that line famous on the Family Feud many decades ago. That game show took a whimsical angle on a common interest among citizens to gauge public opinion on important national subjects. This infatuation developed out the work of Jefferson, Iowa’s own George Gallup when he created the Gallup Poll. Today, the same keen interest in surveys and how research can tell us about trends, attitudes, and the general feelings of the public impels us to conduct these inquiries with our members as a testament to member value test against national sentiment.

This past week our **PLUGGED IN** survey asked you about the state of affairs for small business in Boone County. While not scientific (plus or minus 4%? Sorry, Mr. Gallup) it does provide a simple barometer of what it’s like to do business here. The six questions we asked, and the response rate received is shown on [page 17](#).

For the most part our members share the same notions about the state of their local economy as do the rest of America. *Its better - but could be better yet.* More businesses have increased sales than have lost them (55% compared to 28%) but have employment levels have stayed relatively the same size. This may be indicative of the workforce shortage, as hiring continues to be one of the most difficult challenges facing Iowa businesses today. Our participants are split on what would best impact new growth for the county, but generally feel Boone County is on an upward trajectory (55%). The brightest light seems to shine on the opinion about business in the coming year as 3/4ths of the respondents said they see things improving in 2019.

When you take a few moments to participate in our quarterly surveys you help shed light on the value and focus of our programs, events, services and benefits. You also give us a finger on the pulse of commerce within the local market. We purposely keep our surveys short and simple – taking usually no more than five minutes of your time. And we deliver them in a way that allows you to access the questionnaire [anywhere](#) at [any time](#).

Our next PLUGGED IN survey later will arrive as a link in your Chamber email later this year. When it does, give it a click and be a part of what the “survey says”.

—Kurt Phillips, Executive Director
Boone County Chamber of Commerce

FROM THE DESK OF
THE DIRECTOR

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 nearly 290 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 23,000 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 \$156,000 in Hotel/Motel tax receipts in Boone through Tourism Bureau investment and promotion in FY2017.

#BOOSTLEADCONNECT

our vision:

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



SEPTEMBER 2018

					Executive Meeting 8:15AM	1
2	3	4 Ambassadors 9:30AM	5	6	7 	8 
9 	10	11 Ambassadors 9:30AM	12	13	14	15
16	17 CVB Meeting 7:30AM Chamber Board Meeting 11:30AM	18 Ambassadors 9:30AM	19	20	21	22
23 30	24	25 Ambassadors 9:30AM Business After Hours 4:30-6pm Boone High School	26	27 Chamber High School Tours (Agriculture)	28	29

LIST OF EVENTS

September 25 - BAH - Boone High School
 September 27 - Chamber HS Tour
 October 4 - Chamber HS Tour
 October 16 - 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!



AMES
 450-5242



BOONE
 432-8872

LICENSED IN IOWA

LORAANDCOMPANY.COM

BANK OF THE WEST



INNOVATIVE SOLUTIONS.
 PERSONALIZED SERVICE.

717 8th Street • (515) 432-1220

www.bankofthewest.com



pay it
FORWARD



Presented by:



VisionBank
See what we can do for you.



Genesis Development was our Pay It Forward cleanup group on September 6th. Thank you for your efforts in keeping downtown Boone looking beautiful!

We are ready for you.



A passion for caring.
 Our specialty is you.

BCH Emergency Services Doctors:
 Dr. Chance, Dr. Sheffler, Dr. Kuehner, Dr. Evert

**BOONE COUNTY
 HOSPITAL**

Emergency Services

1015 Union Street, Boone • www.boonehospital.com

Checking accounts just got a whole lot better

VisionPerks Checking

from VisionBank®

- 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*

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

* 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



THE BOOK SHOPPE

Susan Schafer, the owner of The Book Shoppe Inc. opened the doors on July 15, 2008. Books have been a constant companion since she was a toddler. Starting a book store seemed to logically follow. The Book Shoppe, Inc. remained a dream for ten years, including the two years it took to find just the right spot. When she finally found the location in Boone, Susan knew it was perfect. A small town with a good library, a nice downtown and, of course, it had the right building... on Story Street.

The Book Shoppe Inc. is a new & used book store, but it's also a place for people in Boone and the surrounding areas to come in, browse, purchase and talk books in a relaxed atmosphere. Bring us your used books in exchange for store credit or cash. Need a book suggestion? They're happy to recommend a title and help you find it. If they don't happen to have what you're looking for, they can order practically any new or used title. They also have one of the largest selections of "Adult" coloring books and supplies in the area!

Most of their stock of 45,000+ books are used, but they also have new books. They offer a book search service for hard to find titles, and pre-orders for upcoming releases, special discounts for schools & churches, and gift certificates.

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



Ogden has roughly 1/3 of the new street lights installed. The sewer plant construction is continuing. And the new construction is continuing on the new high school addition.

OGDEN LEGACY & COMMUNITY UPDATE

NEWS IN A NUTSHELL

- **Nominations are now being accepted for Chamber board directorships** beginning in January 2019. Directors serve three-year terms on the board as well as on at least one sub-committee. Meetings are held monthly, usually on the third Monday of the month at 11:30 and last between one and one-and-a-half hours. The role of a director is vital to the governance and visioning of what activities and programs the Chamber should engage to fulfill its mission "to enhance the economic vitality and quality of life in Boone County." Submit nominations to: director@booneiowa.us by September 30th, 2018.
- You're invited to join **Boulders Inn & Suites at their Ribbon Cutting and Open House** on September 25th from 9-4pm. Take a tour of the hotel and conference center, and enjoy food & refreshments.
- All aboard! **Thomas the Tank Engine** invites little engineers to join him for a day of big adventures and even bigger memories at Day Out with Thomas: Big Adventures Tour 2018. Children everywhere can spend a day with their friend Thomas when the #1 Engine pulls into Boone, Iowa September 15, 16, 21, 22, and 23, 2018. Day Out with Thomas. Contact the Boone & Scenic Valley Railroad for more information.
- **A huge Pufferbilly Days THANK YOU:** to our many SPONSORS - who provide the financial foundation to conduct a community celebration like Pufferbilly Days; to our fabulous STEERING COMMITTEE - local citizens who worked through a ton of logistical challenges over the course of this past year as we moved events around, reconfiguring where and how the celebration would run, and who work hard to make sure Pufferbilly Days provides great entertainment options in a safe and fun environment; to the many EVENT CHAIRS - who graciously give of their time to plan, coordinate and make sure each of the events goes off without a hitch; to the numerous VOLUNTEERS - who staffed the Memorabilia Booth, I.D./Beer Ticket stand and Serving stations, and lastly to our incredible LOGISTICS group - dedicated folks who give of their time year-in and year-out to set-up and tear-down this festival so that thousands of others can attend and enjoy. WE COULD NOT HAVE DONE THIS WITHOUT YOU! - The Chamber Staff

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.

September is a very busy month for Boone County! This month highlights many fun and informational things to do with family and friends. It is also great for businesses in Boone County, as we will have many visitors from surrounding towns and states. I hope you take the time to get out in our County to some of these events. These events foster new relationships in business and grow our community. Checkout the list of events on the Chamber website.

—Michelle Kelly, Board of Directors President
Training For Warriors

MADRID COMMUNITY UPDATE

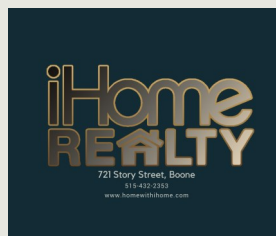


Kruse reported that "Tiger Run" will be the name of the new housing development just east and south of the high school. 40-45 homes are planned. MAC and the city are working with Huxley Communications to consider bringing fiber optic service to the community. MAC is seeking to hire a new director after Mary Swalla Holmes tendered her resignation last month. Tom Brown has been elected Madrid's new mayor. Steve Burich is was elected as a new council member.

#77

Networking is available through Business After 5, serving on various committees, and participating in Chamber events. A few of your chamber events include the Annual Banquet, Golf Day and the Boone Home and Garden Show. Committees include the Convention and Visitors Bureau, Pufferbilly Days™, special events and more.

—Kris Blocker
Mgr. of Member Services and CVB



iHome Realty
Amanda Stolfus
721 Story St.
Boone, IA
515-212-1705
amanda@homewithhome.com

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.
- BOONE COUNTY 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.

SHOP WITH A COP FUNDRAISER-PIGGY BANKS AVAILABLE FOR DONATIONS.



OCTOBER
TWENTY-FIFTH

5PM-7PM • 6TH-9TH BLOCKS OF STORY STREET • BOONE, IA

BOONE & OGDEN AMBASSADORS



Central Iowa Expo · August 7, 2018



VisionBank · August 14, 2018



YSS · August 21, 2018



EOR Iowa LLC · August 28, 2018



Cedar Point Golf Course · June 26 2018



Winter-ready rebates for your business

Now is the perfect time to make heating system upgrades. Replacing your equipment before it fails prevents costly emergency repairs and downtime while keeping your customers and employees comfortable all winter long.

Heating rebates:

Natural gas furnace: **\$500+**

Natural gas furnace and boiler tune-up: **\$0.35 per MBTUH***

Insulation: **Up to 70%** of assessor's estimate or installed cost**

Natural gas boiler: **\$300+*****

Programmable thermostat: **Up to \$50**

Steam trap: **Up to \$100**

alliantenergy.com/rebates

*Up to 50% of the project cost

**A business assessment is required to be eligible for insulation rebates

***Maximum BTUH is 300,000. Larger units need to call 1-866-255-4268 for details on *Custom Rebates*.





Girl Scouts
Where Girls Grow StrongSM

At Girl Scouts, your girl will prepare for a lifetime of leadership, success, and adventure in a safe, no-limits place designed for and by girls! From camping to entrepreneurship, STEM to arts and the adventurous outdoors, Girl Scouts can do anything they set their mind to!

For more than 100 years, Girl Scouts has been the only organization for girls created by girls. In Iowa, nearly 14,000 girls and adults participate in troops with their local schools, churches and communities and they have one goal in mind – to make the world a better place.

On Saturday, September 22, Girl Scouts is hosting its fourth annual Gimme S'more Mud Run at Camp Sacajawea in Boone. This fun, muddy race is for ages 4 and up, and features a mini course for our smallest runners and a three-mile family course for ages 8 and up. It's a muddy good time for all age and fitness levels. Find out more at smoremudrun.com.



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

Phone 515/432-5150
www.patclemons.com

FAREWAY[®]
MEAT & GROCERY

USDA CHOICE
MEAT DEPT.

FRESH
PRODUCE

1711 HAWKEYE DR. BOONE, IA | 515-432-8760



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** Make
A Difference!

Dose

The Conduit To Travel

You may have ventured out this past weekend for the last road trip of the summer season. The trip allowed you to create lasting memories, engage in new experiences and relax.

A question the CVB Tourism Committee often asks is *How do visitors find out about an area when they are planning their vacation?*

There are many ways to learn about an area or community. Websites have become the "go to" when planning a trip. Travel sites offer tips and reviews about everything from restaurants to trails. State and local visitor centers, and Chamber of Commerce and CVB offices are the perfect locations for picking up information about an area. Visitor guides and brochures highlight the best an area has to offer. Signage is also an important way to learn about a community. Many communities have signs directing you to places of interest. Secondary promotional signs and posters can be found in businesses. Some of the best information can be garnered by talking to the "locals." Owners of B & B Inns know their communities and can offer guests excellent information about area attractions and businesses.

Utilization of all or some of these informational opportunities can enhance your vacation plans.

—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



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

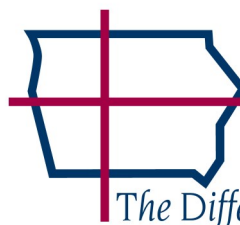
432-2222
1703 South Story Street
Boone, Iowa



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



August BAH ISU Extension & Outreach



► 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



724 Story Street
(515) 432-7611

1207 South Marshall Street
(515) 432-7878



Member FDIC



Boone's FORD Dealer for 86 years!

Highway 30 • Boone

432-6336

FORD-LINCOLN-MERCURY

HARVEST OMELET BREAKFAST

NOVEMBER

1

- 2018 -

6-9AM

\$7 PER PLATE

OMELET, SWEET ROLLS, COFFEE & JUICE

BOONE COUNTY FAIRGROUNDS
PROCEEDS SUPPORT 4-H & FFA SCHOLARSHIPS



2018 PUFFERBILLY DAYS



PLUGGED IN SURVEY RESULTS

- | | | |
|--|--|-----|
| 1) In the last year, your sales have...? | | |
| Increased 1-5% | | 26% |
| Increased more than 5% | | 29% |
| Decreased 1-5% | | 11% |
| Decreased more than 5% | | 17% |
| Stayed the same | | 17% |
| 2) In the last year your staff has...? | | |
| Increased in size | | 19% |
| Decreased in size | | 11% |
| Stayed the same | | 70% |
| 3) Over the last year the business climate in Boone County has....? | | |
| Improved | | 41% |
| Gotten worse | | 16% |
| Stayed the same | | 43% |
| 4) In the next year you expect the business climate in Boone County to...? | | |
| Improve | | 75% |
| Get worse | | 3% |
| Stay the same | | 22% |
| 5) In your opinion, what has the greatest impact on growth and development for Boone County? | | |
| Workforce shortage | | 20% |
| Sales leakage to other communities/counties | | 32% |
| Lack of affordable housing | | 14% |
| Lack of quality of life features | | 20% |
| Other | | 14% |
| 6) In general, you feel Boone County is...? | | |
| On a upward trajectory for growth | | 55% |
| On a downward trajectory for growth | | 3% |
| Maintaining a status quo | | 42% |

CE Trivia Answer: 1964

