

**BOONE
COUNTY IA**



**CHAMBER
OF COMMERCE**

chamber

Express



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MEET THE TEAM

2019 BOARD OF DIRECTORS

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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

2019 FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

- Ambassadors - 9:30AM
- Chamber Board Meeting - 11:30AM
- CVB Meeting - 7:30AM
- Executive Meeting - 8:15AM
- Pufferbilly Days Meeting - 7:30AM
- Business After Hours - 4:30 to 6PM (Boone County Hospital)

Click [HERE](#) to view February's community events.



Do you know of a new business or a business you think could benefit from being a chamber member? Please contact Kris at office@booneiowa.us or 432-3342.

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

WHAT'S DRIVING SMALL BUSINESS NUTS? A DASHBOARD THAT 'AUTO' TELL YOU SOMETHING

Running a business, at any size, can be stressful and can be fraught with daily challenges, not the least of which is staying relevant, and...oh yeah, making money. A few years back we launched a quarterly member survey – our way of keeping our fingers on the pulse of local business. The results of our latest inquiry, "What's Keeping You Awake At Night?" are now in. The question begs, what part of your business world weighs heavy on your mind, consumes your thoughts and frankly, keeps you from sleep? We offered eleven challenges to choose from and an "other" category to allow you to share an answer we didn't include. Here are the results:

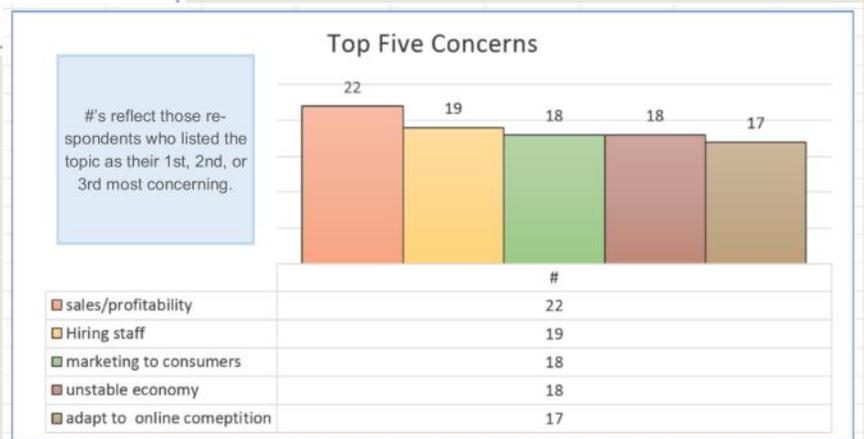
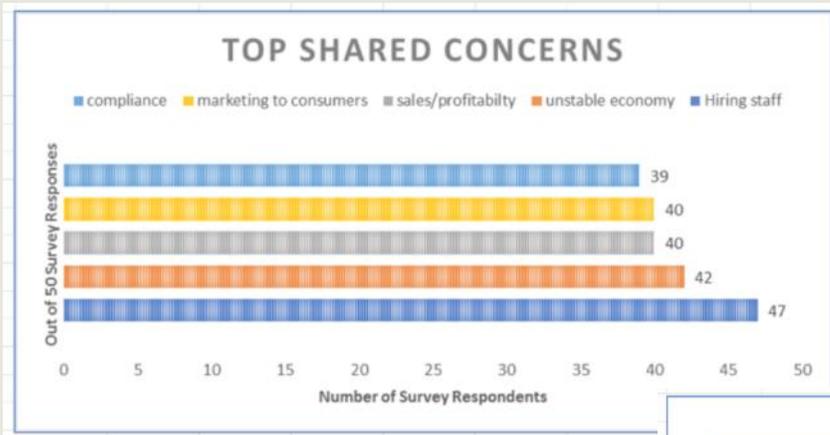
CONCERNS THAT ARE SHARED – these were the concerns listed most often by our respondents. (i.e. – almost everyone agreed that staffing is 'one' of their concerns)

1. hiring staff
2. unstable economy
3. sales & profitability
4. marketing to consumers
5. compliance

TOP FIVE GREATEST CONCERN – these were the concerns most likely to keep small business owners and managers up at night. (i.e. – making a profit was listed as the #1 concern among our survey respondents)

1. sales and profitability
2. hiring staff
3. how to get your message out to consumers
4. unstable economy
5. adapt to online competition

See our charts below for a graphic representation of the Chamber's survey results. Some of the concerns from the "other" category included – "paying off debt", "employee and customer safety", "increasing donor contributions for our non-profit", and "making sure customers/vendors pay for services in a timely fashion".



(Continued on page 4)

FROM THE DESK OF THE DIRECTOR CONTINUED

Recently the Iowa Business Council, a non-profit group made up of the CEO's of Iowa's twenty-three largest companies whose goal is to improve the state's economy via "global thought leadership, research and advocacy", presented their findings on the state of the Iowa's standing among it's peers. Their **2019 Iowa Competitive Dashboard** measured Iowa's competitiveness on a national scale of five key metrics. Here's what they found:

- **ECONOMIC GROWTH** - Iowa falls squarely in the middle nationally with nice gains in Gross State Product and household income but is not keeping pace with science and technology, including the cultivation of a science and technology workforce.
 - **EDUCATION AND WORKFORCE** - Once again, Iowa's scores are average with our strengths coming from our educational attainment and ACT participation rate, but one challenge noted was a decrease in Bachelor's Degree attainment.
 - **GOVERNANCE** - Governance also straddles the middle with the state's rating high for operational strength (Top 5) leading the way, but continued low scores for the corporate tax rate and individual tax rate considered as weaknesses.
 - **HEALTH & WELLNESS** - Hard as we try, Iowa still lags behind in active primary care physicians and the percentage of obese citizens. On the positive: very few Iowans are without health coverage (less than 5%).
- DEMOGRAPHICS & DIVERSITY** - Not surprisingly, this was the lowest scoring area for the state in comparison to it's peers. Population growth is a net positive but barely, making it hard to find new labor for employers. Our ethnic diversity does not compare favorably on the national level. Although it was noted that Iowa's growth rate in diversity is keeping pace with the rest of the country, the IBC feels strongly that continued diversification of the workforce will be integral to the overall economic growth.

In the end, a survey and a dashboard are just tools to convey a general sense of the population. They can provide a perspective deeper than one's own, but ultimately *where YOU are at, at the time YOU are there*, is the perspective that guides most business decisions on a daily basis.

—Kurt Phillips, Executive Director
Boone County Chamber of Commerce



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Michael Johnston
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Boone, IA
563-340-7805



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



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PRESIDENT'S PERSPECTIVE

This month holds two of my wife's favorite holidays. The first of which is Valentine's Day. Hopefully you've already thought of ways that you can express your love and gratitude for the significant people in your life. How about for your employees and your customers? Here are some things to keep in mind.

1. Don't assume that appreciation has to be monetary. "People will never admit it, but money is not the thing they desire most from their work," says Todd Patkin, author of *Finding Happiness: One Man's Quest to Beat Depression and Anxiety and – Finally – Let the Sunshine In*. "Instead, showing appreciation, respect and yes, even love, are the three most important ways to make your people feel great about their work." Write a note, get a card, share with them an inspirational quote that reminds you of them.
2. Catch them being good. Notice when your employees or customers are doing something well and then compliment them on it. Many people can get stuck in the feeling that they are taken for granted and only have their mistakes pointed out. Recognize the good things people are doing.
3. Show appreciation by keeping your employees in the loop. Keep sharing your vision with employees and give them a voice to provide feedback. Another thing that builds people up is simply being heard and taken seriously.

Hopefully, we can all find time during this month to continue building up our business community and community as a whole. Recognizing the good things that are happening all around us. Shopping local to support the good work and business culture of Boone County. Romantic feelings aside, St. Valentine showed love and appreciation for the entire community around him. Take some time to show love and appreciation to our local businesses, non-profits, schools, government and the people that make up Boone County.

—Bill Gebhart
Genesis Development/ Bill Gebhart Projects



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ANNUAL AWARD NOMINATIONS

The Boone County Chamber of Commerce invites you to nominate a deserving business or individual in our annual nomination and awards voting.

Nominations will be tallied, and the awards presented at the Boone County Chamber of Commerce Annual Meeting on March 5th, 2019. Submit nominations to Alyssa at events@booneiowa.us or call 432-3342.

Business/Industry Award

A Member organization that you believe made the most significant strides in expansion, improvement or reinvention of their business or industry, to receive the Chamber's Business/Industry Award.

Entrepreneur of the Year Award

A Member (business or person) who you believe best exemplified the spirit of entrepreneurship in 2018, to receive the Chamber's Entrepreneur of the Year Award.

Fenner H. Stevenson Volunteer of the Year Award

A Member who you believe best exemplified the chamber's goals and missions, through their active volunteerism and engagement in chamber events and programs.

BUSINESS AFTER HOURS

February

26

Boone County Hospital

1015 Union St.
4:30pm-6:00pm



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ANNUAL MEETING



FEATURING GUEST SPEAKER

**JIM
THOMPSON**

IOWA ECONOMIC
DEVELOPMENT
AUTHORITY

Jim Thompson is a noted expert on the importance of, and continued investment in rural downtowns in Iowa. As a Business Specialist with the Main Street Iowa program, he has led efforts in branding and one-on-one business technical assistance for communities across the state for over 25 years. Thompson will share his insights on why downtowns still matter, and offer ways to infuse energy and vitality back into your community's core business district. Humorous and pointed at times, his presentation will get you to re-think what you can do to bring your downtown back to life.

RSVP

By **March 1, 2019** to
events@booneiowa.us or 432-3342

DATE

MARCH
05

TIME

11:30AM to 1:00PM

COST

\$25 Per Person
- Hot Meal Provided

LOCATION

Central Iowa Expo
1827 217th St
Boone, IA



SPRING OMELET BREAKFAST

MARCH 7, 2019 | 6-9AM

Boone County Fairgrounds

\$7 Per Plate

Includes Omelet, Sweet Rolls, Coffee and Juice

Proceeds support 4-H and FFA Scholarships



BOONE
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IOWA
CHAMBER OF COMMERCE
CONVENTION AND VISITORS BUREAU



Boone County
FAIRGROUNDS



IOWA PORK.
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Boone County




BOONE COUNTY
FARM BUREAU



Eddy's Sawmill • January 15, 2019



Fareway Corporation • January 8, 2019



Ogden Market • January 17, 2019



Cal's Barber Shop • January 17, 2019

Boone Family Chiropractic, P.C.

Zach Weisbrod, D.C.

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WITH AN AD HERE
EACH MONTH

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DETAILS

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NON-PROFIT OF THE MONTH

Lions Clubs International is the world's largest service club organization. They have 1.4 million members in more than 46,000 clubs in more than 206 countries and geographic areas.

Founded in 1917, they are best known for fighting blindness, but they also volunteer for many different kinds of community projects - including caring for the environment, feeding the hungry and aiding seniors and the disabled.

Locally the Boone Lions Club supports Child vision screenings, Sponsor Little League Teams, Scholarships for Boone DMACC, Christmas fruit baskets for nursing home residents, Boone City Parks, Salvation Army, Fair Board Fundraiser, 4-H Awards, Ericson Public Library, YMCA Camperships, Boone High School Academics Team, and much more.

2017-2018 Officers

- Wayne Koos, President
- Craig Pottratz, 1st Vice President
- Michelle Hull, 2nd Vice President
- Jack Murphy, 3rd Vice President
- Scott Thieben, Immediate Past President

Meetings: 1st and 3rd Tuesday at 6:15PM at 602 Story St.

For more about Lions Clubs, go to www.lionsclubs.org



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Wheels of Success

The bicycle has been an important sign of economic growth in our county. Restaurants, lodging and bike rental & repair shops have seen success in the southern part of our county. Plans have been in the works for a spur off the High Trestle Trail to Boone. Land owners have been approached to create a trail route that passes Ledges State Park, the Iowa Arboretum and connect to other local attractions and businesses.

Stay tune as we watch other great opportunities roll into our county.

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

CHAMBER BENEFIT

Membership Decals – 63% of consumers are more likely to buy from a Chamber member... so proudly promote your Chamber Membership with our 2019 Membership decal.

*— Kris Blocker
Mgr. of Member Services and CVB*



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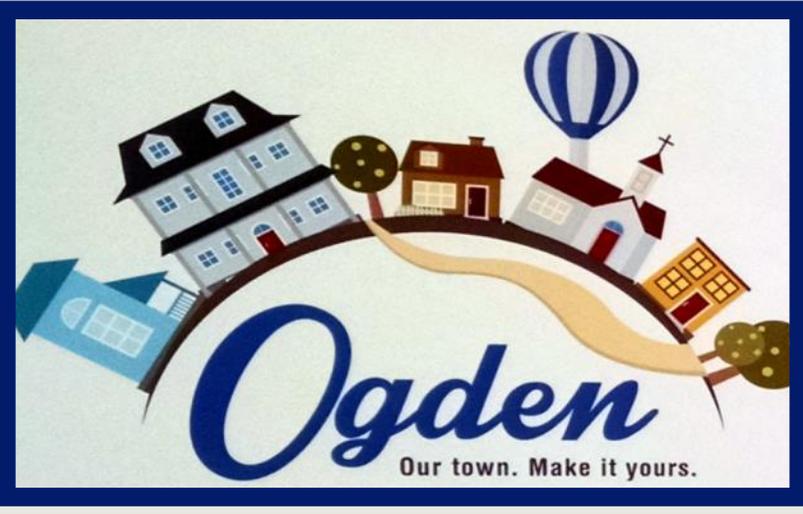


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“Ogden Night” is Ogden Legacy’s annual celebration of all things community including economic development, housing initiatives, mainstreet programs and community pride. The Ogden Legacy group will host this event on Thursday night, February 21st at the Leonard Good Center. Ogden Mart is the new name for the former Clark’s Grocery in downtown Ogden. New owners Rup Khanal and Ranga Humagain re-opened the store in mid-January. And word is that Walnut Street Wellness owner Angela Christner has plans to expand her business into a new location near the Lucky Pig restaurant.

The Madrid Area Chamber’s regularly scheduled first monthly meeting will be held this Wednesday, 7am at the Cedars Senior Living. MAC recently participated as a vendor in the Iowa Bike Expo, sharing booth space with the Boone County Trails Initiative. Thousands of bike enthusiasts annually attend this event to see every imaginable product for bicycling. The event always precedes the annual RAGBRAI announcement. Word is that Boone County has been approved for RISE funds from the Iowa Department of Transportation to pave QF Lane near the High Trestle Trail Bridge. Residents along QF Lane have been asking for better traffic controls and dust mitigation in this area for the past couple of years.

CHAMBER INTERN

Danielle Elliott is a sophomore attending Iowa State University earning her Bachelor of Science degree in Event Management along with a General Business minor. She is actively involved on campus with numerous student organizations. She is the Special Events Coordinator for the Student Volunteer Services Club, on the Communications Team for Kairos College Ministry, and a member of Iowa State’s Dance Marathon. This past fall she was on the committee for Winterfest, a free winter themed event open to all students and the Ames community. Danielle enjoys boating, reading, listening to music, trying new things, and spending time with family and friends. She is excited for this opportunity to work with the Boone County Chamber and get to know all their members.





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