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COUNTY IA**



**CHAMBER  
OF COMMERCE**

chamber

# Express



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# MEET THE TEAM

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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](mailto:director@booneiowa.us)

**Alyssa Knudsen**

Mgr. of Programming and Events

Email: [events@booneiowa.us](mailto:events@booneiowa.us)

**Kris Blocker**

Mgr. of Member Services and CVB

Email: [office@booneiowa.us](mailto: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](mailto:events@booneiowa.us)  
[www.booneiowa.us](http://www.booneiowa.us)

2019 MARCH						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31					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	29	30

- 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 March'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](mailto: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”

## WORK-LIFE BALANCE AND WHAT IT MEANS TO EMPLOYERS

Work-Life balance has become one of the hottest buzzwords in the past couple of years with the continued study of how industry can recruit and engage Millennials and Gen Z'ers as employees. As the business world attempts to deal with a workforce shortage signs have begun to point to providing not just better pay but a career environment that also offers a better quality of life.

In 1926 Ford Motor Company introduced the concept of a 5-day, 40-hour work week. Over time the American worker's mindset came to equate spending more hours on the job to better pay and prestige. For the most part, they were rewarded for their long hours and 'dedication'. Today the average full-time professional works between 45 and 48 hours per week, or roughly nine hours each day Monday through Friday. For senior managers or executives it's even more inflated with a Harvard study revealing average time committed to their jobs at 62.5 hours per week (this includes an average of four hours on each day of the weekend.) Is it any wonder that the children of chief executives, senior managers and business owners have watched their parents miss out on much of their lives, while witnessing the inordinate amount of stress that comes with the responsibility?

So how can employers re-define their culture and alter job responsibilities that might allow for a more rewarding career and healthy life outside of work for their employees??

Consider instituting flexible work schedules, telecommuting options, or conversion to a PTO plan that would allow more freedom for employees to take the time they need for personal needs and to recharge. Improve employee performance and morale by fostering an environment that embraces policies, programs and activities aimed at work-life balance. These may include at-work daycare, in-house fitness facilities or gym memberships, greater time off for paternity leave, professional sabbaticals, and so on. Employers can also build a stronger team mentality through company sponsored family activities. No doubt there is a cost to much of what I've just suggested. But consider weighing these ideas against the cost of not having enough employees on payroll to run the operation, or the lower productivity that is associated with dissatisfied workers, and you may find now is the right time to invest in work-life programs.



—Kurt Phillips  
Boone County Chamber of Commerce

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DETAILS**

our vision:

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



Kurt Phillips with Representatives Thompson and Bacon



Omaha Boat Sports and Travel Show



Ogden Legacy Night



Pufferbilly Days receives 2018 Outstanding Event

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The Des Moines Y Camp is located on 400 acres in the picturesque Des Moines River Valley along the Des Moines River. With its rich diversity of plant and animal life Y Camp is an ideal setting for people to interact with nature and the outdoors.

They cater to participants year-round in their three program departments of Summer Camp, Outdoor Environmental Education, and Retreats and Conferences. Participants and students enjoy nature and have life changing experiences at Y Camp!

Host a retreat your group will never forget, talk to your principal about a field trip to Y Camp, or sign your child up for a summer camp experience they will never forget!

Des Moines Y Camp ▪ 1192 166th Dr. Boone, IA 50036 ▪ 515-432-7558



Would your business like to be the next Member Spotlight? Contact Alyssa at [events@booneiowa.us](mailto:events@booneiowa.us) to learn more!



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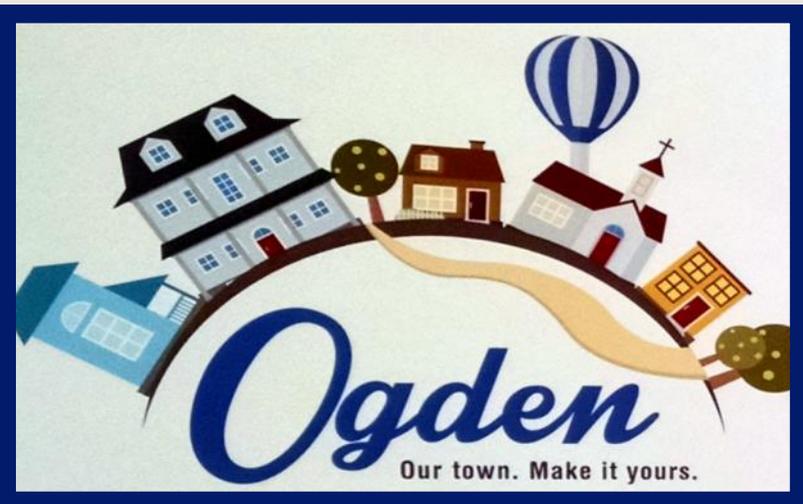
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The Ogden Legacy annual event, “Ogden Night”, was held February 21<sup>st</sup> at the Leonard Good Center with a capacity crowd approaching one hundred local residents, business professionals, city and school representatives. Presentations were made by Dr. Pam Dodge regarding the status of the school districts construction projects. Dr. Rick Elbert updated the gathering on the Housing Committee’s work which has realized eight new homes in the past few years, ending a drought of ten years without any new home construction. There fix-up program has also leveraged more than \$60,000 in improvements. The newly energized Rec department is running full steam ahead with Jessica Christensen at the helm, and councilman Brian Reimers echoed the positive sentiments about the good things happening in the city, including the water sewer project which is on schedule.

The Madrid Area Chamber has a new address, now located in the SAM Center, 237 South State Street. Meetings are held the The MAC annual banquet is coming up on Friday, April 5<sup>th</sup>. The event will be held at Snus Hill Winery and will feature the recognition of the community volunteer of the year.



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BUSINESS AFTER HOURS

March

26

**Boone Theater**

818 Story St.  
4:30pm-6:00pm



BAH- February 28th at Boone County Hospital



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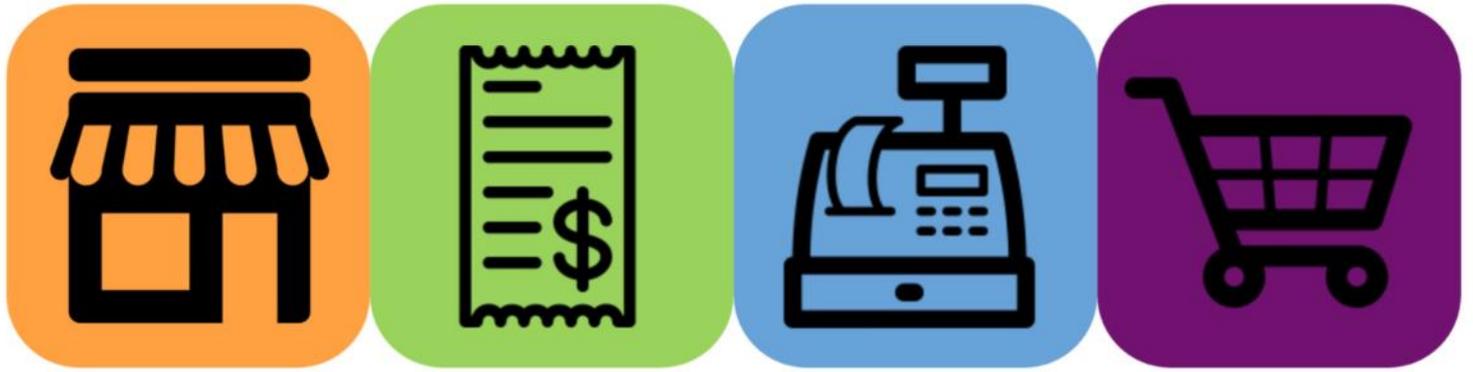
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Boone County Abstract • February 19, 2019



905 Ink • February 26, 2019



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In 1887, four sisters from the Sisters of Charity of the Blessed Virgin Mary (BVM) were sent to Boone from Dubuque to begin a school for Sacred Heart Parish. Since those four sisters arrived over 130 years ago, Sacred Heart School has continued to offer families a strong, vibrant and faith-filled choice in education.

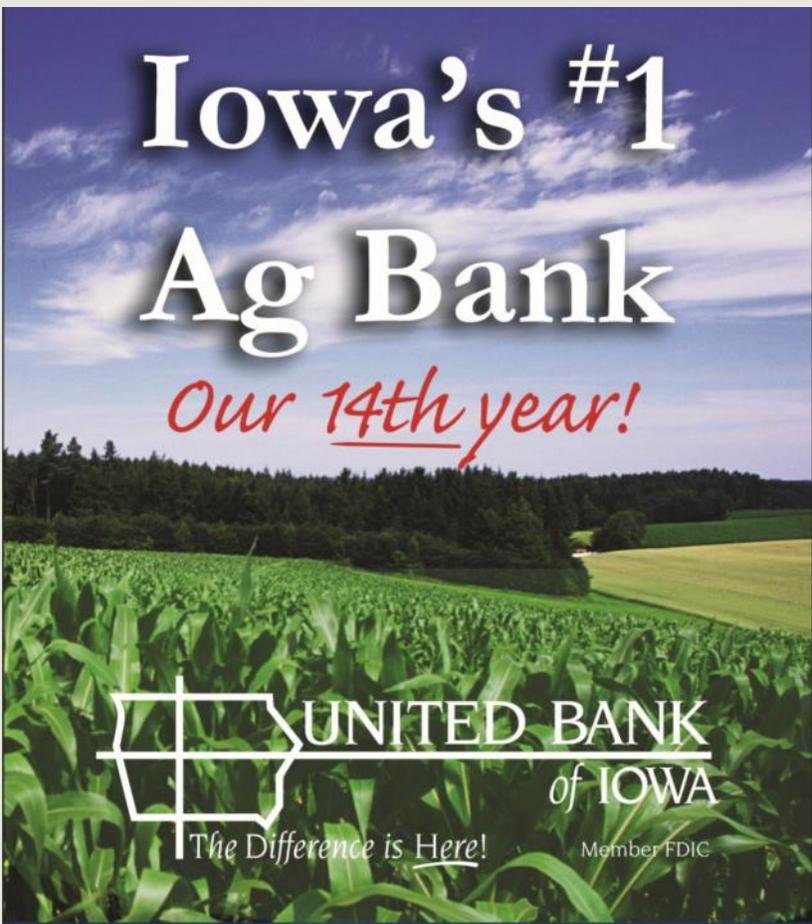
Sacred Heart School is fully accredited by the Iowa Department of Education. In addition to an excellent academic education, we also provide a school day filled with faith, service and Christian values. With all of our students (Preschool-8<sup>th</sup> Grade) in one building, all age groups are able to interact on a regular basis—just like one big family!

Please visit our website, [www.shboone.com](http://www.shboone.com), to learn more. For specific information on the school, contact Deb Franzenburg, Enrollment & Development for Sacred Heart, at (515) 432-1971 or [development@shboone.com](mailto:development@shboone.com).



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How important is tourism? A report by Jacque Matsen who is the Iowa Economic Development Authority's Communications Director states:

**"64% Of U.S. adults seriously considered moving to a new place as a result of visiting."**

**"When describing their ideal vacation destination and place to live, adults consistently cite outdoor activities and scenery."**

**"If we can get them to our location, we have a much better sell. They have to see the place to be convinced."**

How many of us have gone on vacation and thought, "I could live here." If we want to build our workforce and improve our economy, look no further than promoting tourism in Boone County. The Des Moines River Valley offers some of the best outdoor activities and scenery in the state. Let's continue to promote tourism and grow our community.

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

## CHAMBER BENEFIT

Did you know you can submit job openings through your **Member Information Center (MIC)** login? All it takes is a couple of clicks and some cut and paste of your current opening to curate a job posting that is seen by thousands of people on our website Jobs Board as well as our social media sites like **Facebook**.

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



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## PRESIDENT'S PERSPECTIVE

Hey fellow Chamber members,

If you are like me, I am sure you are ready for winter to loosen it's grip on us and allow spring to come in. Spring means a lot of different things to people. For some, it means no more winter. Others think of spring break and a chance to get away. Still others think of spring as a pre-summer. For me, I think about how things are new and renewed in the spring. The grass, the trees, the flowers become green again. Animals return. My family can get the bikes out again.

Spring helps to mark a newness for the Chamber as well. A new round of events, new memberships and new ways to get engaged in the business communities AND the people communities of Boone County. For those of you that have already renewed your memberships, thank you! We are made of a strong and interconnected community through your membership. For those of you that have it on your to-do list, please consider doing so sooner rather than later as your membership helps us to determine our course of action for the year. We are a strong Chamber because we are a dedicated and strong group of businesses that are committed to Boone County. I am very proud to be a part.

If you know someone that should be a member of the Chamber of Commerce, reach out to them. Let them know why you joined. Here are three reasons that a business owner/manager/staff should be a part of the Chamber. Share this with them, or, if you have forgotten some of these reasons, jump back in. Check in at the office as the staff is always ready to help (and they are great at what they do).

### Three Reasons to Join Your Boone County Chamber of Commerce

1. Relationships – It's not just about networking. Yes, networking is good, but it can be about gaining friends, associates and, even advocates. The people that you get to know may or may not do business with you, but these lasting relationships can benefit the business and non-business aspects of your life. The Chamber provides an abundance of opportunities to get involved by either volunteering, sponsoring or, simply, participating. When you attend events, serve on committees, volunteer your time and interact with people outside of your normal routine, you are given the opportunity to work with many different types of people. Who knows, you may find a customer you weren't looking for or a referral from someone unexpected.
2. Visibility – Nothing sells your business better than being in front of people face to face. Business, especially in smaller communities, is much more than a simple transaction of money for goods/services. It has a root in relationships. The Chamber provides so many opportunities for you to be regularly participating in non-transaction based interactions with the community. It builds a trust and relationships. Then, when those people (or someone they know) are in need of your goods/services, you are at the top of their mind.
3. Promotion – There are a wide range of sponsorship opportunities that are available to Chamber members. From sponsoring specific events to web advertising, there is something to fit everyone's marketing needs. Check with Alyssa to see what our sponsor packages look like and which ones might fit your business needs. There are also modes of promotion that come with simply being a Chamber member. Each member is listed on our online Member Directory, you can post jobs on our job board, you can post events on the community calendar and the Chamber is always looking for "Member News" to share on social media and other electronic publications. You'd be surprised at how many people are looking at our Chamber's website and social media. Go ahead, call and ask for some general analytic numbers for our website and social media. It's pretty impressive.

—Bill Gebhart  
Genesis Development/ Bill Gebhart Projects



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# pay it FORWARD



Would your business or organization like to pay it forward and help keep downtown Boone looking beautiful? Starting the week before Memorial Day and going through Labor Day the Chamber recruits members to take on a 2 hour shift to pick up trash, eliminate weeds, sweep sidewalks, and clean up bedding areas. Contact Alyssa at 432-3342 for more information and available dates.

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