



chamber

Express



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MEET THE TEAM

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 Angel Boring
 Travis Stevenson
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*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

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Kris Blocker

Mgr. of Member Services and CVB

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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 APRIL

| 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 | 29 | 30 | | | | |

2018monthlycalendar.com



Ambassadors - 9:30AM



CVB Meeting - 7:30AM



Pufferbilly Days Meeting - 7:30AM



Chamber Board Meeting - 11:30AM



Executive Meeting - 8:15am



Business After Hours - 4:30 to 6PM
 (Boone County Hospital)

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



NEW MEMBER ALERT



Pillar to Post - The Lomi Team
 13464 Bittersweet Rd.
 Woodward, IA 50276
 515-943-3018
www.lomiteam.pillartopost.com



Hear Sound, Inc.
 428 Story St.
 Boone, IA 50036
 515-432-3277
www.hearsoundinc.com

our mission:

"The Boone County Chamber of Commerce' mission is to *enhance the economic vitality and quality of* life in Boone County"

BOOST: This is Part I of a three-part series on the Chamber's mantra to **Boost – Lead – Connect**.

You'll see it in this newsletter, in our social media posts, and on every board of director's meeting agenda. **Boost - Lead - Connect**. These simple three words were sifted out of dozens of adjectives and attributes that the board compiled back in 2016 in an attempt to qualify what the Chamber brings to the table for our local communities. These three words became the shortcut to our "elevator speech". Remember them and you are on your way to conveying our value proposition.

So, how does the Chamber boost business? Here are a few stats: More than \$40,000 is spent each year in advertising, promotion and event assistance through the Convention and Visitors Bureau and Chamber events like Crazy Day, our Retail Promotion and Tourism event grants, Pufferbilly Days™, the Holiday Open House, Trick-or-Treat night, State Fair Booth, and the Omaha-KC-Chicago travel shows. Our Chamber Gift Checks program infuses more than \$20,000 into the local economy with our member businesses alone! Business After Hours networking events foster new relationships with some of your best customers - your fellow businesses, who need your services and products too. In the course of a year we'll field hundreds of phone calls, emails and in-office visitors providing referrals to our area businesses. And our presence on the world wide web also means exposure for our members to the tune of nearly 20,000 searches on www.BooneIowa.us in 2018 alone.

Last but not least, that little sticker in your window that says "Member 2019 Boone County Chamber of Commerce" is like a seal of approval. A 2012 Shapiro Study showed that 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.

An old Chamber slogan back in the '80's proclaimed, "We mean business." Forty years later we're still boosting the local economy in a number of ways.

—Kurt Phillips
Boone County Chamber of Commerce

Boone Family Chiropractic, P.C.

Zach Weisbrod, D.C.

1320 S. Marshall St.
515-432-9525

BOLD CHANGES ARE COMING



Boone will be receiving a brand-new McDonald's! The last day of business in the current building will be Sunday, April 28th. The building will be demolished to make way for a new modern upgrade, which is expected to be done late August.



Award-Winning Plumbing and Heating in Boone, IA

our vision:

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

PRESIDENT'S PERSPECTIVE

The rain that we have had this past month has made for some soggy ground, but I am glad to be out of the snow season. I truly have been ready for spring! Spring means a lot of things...warmer weather, birds singing, flowers blooming and my kids can go outside and not drive me crazy! In my role as the Chamber Board President, this season represents new life, rebirth, optimism and vitality in the business community and the community at large.

The fall and winter seasons saw many buildings being constructed/remodeled throughout Boone County. This spring brings new life as I drive around and see "Now Open" signs adorning their doors and windows. Stop into these places and support our local businesses.

In addition, as we heard at the Annual Meeting, we need to love where we live. The great things going on in both Madrid's and Ogden's downtown areas is great! With Boone working on a retail study for our downtown area, it can be set for growth too. This rebirth is embraced by the spring season.

As things are happening all around us, the only thing I can do is encourage you to approach our county with optimism and vitality. Take in the new and the re-imagined. Be positive and love where you live. When you love where you live, it will love you back. We truly have a vibrant community. Experience it. Spring is in the air!

—Bill Gebhart
Genesis Development/ Bill Gebhart Projects



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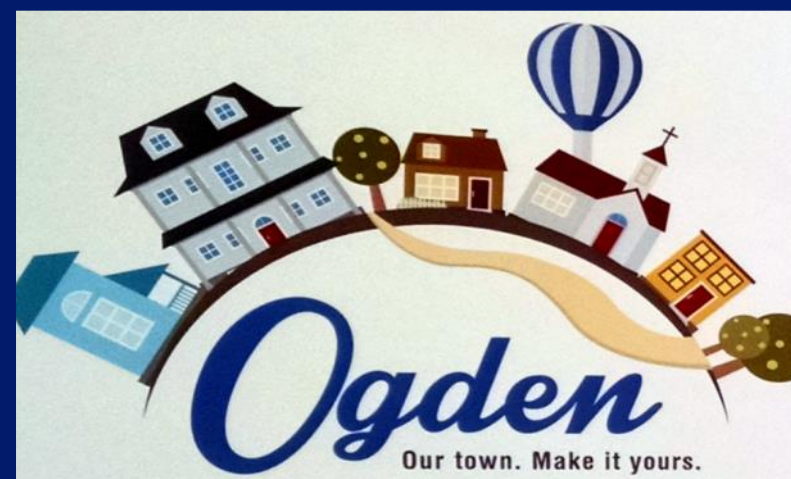
217 W Mulberry St. Ogden | (515) 275-2420

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Ogden School Superintendent Pam Dodge and High School Principal Maury Ruble recently met with the Chamber's Alyssa Knudsen to discuss the integration of OHS students into the Chamber's High School Tours program. OHS already sports a strong Career and Technical Education component with an emphasis on trades and hospitality. More news on this partnership will be coming soon. Over the past month there's been a switch on main street as Walnut Street Wellness and Made to Gaze traded locations as part of a plan to allow the wellness clinic to grow into a larger space. The Ogden Reporter has welcomed two new employees: Corinne Wetzel is the new editor (see our Blue Coats photo in this issue), while Miranda Parker takes on the role of Marketing consultant for advertising sales.



Discussions are continuing with the Madrid Area Chamber board as they are looking to again hold their downtown Food Truck promotion this summer. The MAC annual banquet is coming up Friday April 5th at the Snus Hill Winery. The annual event serves as a celebration of the past years successes, acknowledgement of the Volunteer of the Year, and a short program provided by Dr. Brett Mathes on the connection between your business' health, & YOUR health. Everything gets underway at 5:30pm. Modern Woodmen of America's Travis Risvold will again serve as the MAC Board President for 2019. City Councilman Lane Shaver was recently chosen by Mayor Tom Brown to serve on the board of the Boone County Economic Growth Corporation as the Madrid representative.



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724 Story Street
Boone, IA
515-432-7611



BUSINESS AFTER HOURS

April

23

Boone Booster Club

500 7th St.
4:30pm-6:00pm



BAH- March 26th at Boone Theater



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United Bank of Iowa ▪ March 5, 2019



Doran Law Firm ▪ March 12, 2019



Salvation Army ▪ March 19, 2019



Hear Sound ▪ March 26, 2019



Ogden Reporter ▪ March 21, 2019

BOOST. LEAD. CONNECT



606 Greene St.
Boone, IA 50036
www.impactcap.org

IMPACT Community Action Partnership (formerly known as Red Rock Area Community Action Partnership) has been serving Boone County's low-income residents since 1964. IMPACT is driven by its mission to eliminate poverty through empowering vulnerable populations, building collaborations, and advocating for social change.

At IMPACT, staff assists low-income families with meeting their basic needs in a variety of ways: heating and cooling assistance, a monthly food pantry, a personal care pantry, eligibility determination, and linking families to programming at other organizations. This past year, the IMPACT Boone Resource Center also had funds to help with rent, transportation, holiday cards, and school supplies.

IMPACT's programs and services help to create strong families which results in a stronger community for all. For more information about our services or how you can donate, please contact Amber Ahrens at 515-432-5052 or visit our website at www.impactcap.org.



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How do you tell your story? Whether you are an attraction, business or organization, telling your story is an important marketing tool. Customers and potential customers need to understand who you are and the services and products you provide. Not telling your story well or not telling it at all, allows customers to make up their own story or listen to others write your story. There is definitely an art to crafting your story. Your story should speak to the reader about the experiences they will have at your establishment. Good visual writing will provide the reader with a true mental image.

Take a few minutes to create your story. It is your story to tell.

Then share it.

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

CHAMBER BENEFIT

CHAMBER APP

Our info-packed app promotes your business, location, events, and other Chamber activities. The app is FREE to download and available on both the Apple Store and Google Play.

—Kris Blocher
Mgr. of Member Services and CVB



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Boone Theater: 818 Story Street, Boone, IA

The Ledges



SHOWTIMES

SATURDAY, APRIL 13
11 AM

SUNDAY, APRIL 14
5 PM & 7 PM

MONDAY, APRIL 15
7 PM



2019 GOLF



Classic

THURSDAY, MAY 30TH

RAIN DATE: JUNE 13TH

HONEY CREEK GOLF COURSE

9:00AM CHECK-IN

10:00AM SHOTGUN START

• FOUR PERSON BEST BALL •



Door Prizes, Raffle Drawings, Prizes for Top Teams, On Course Games and Activities, Win a Car in the Hole-in-One Contest, Lunch, and Much More!

**SIGNUP AT WWW.BOONEIOWA.US OR
CONTACT THE CHAMBER AT 515-432-3342**





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IOWA'S PREMIERE AIRSHOW

**BOONE MUNICIPAL AIRPORT
AUGUST 3, 2019 - 7:00 AM - 3:00 PM**

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Brand New Homes in Boone!



We invite you to an informational open house to introduce

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Tuesday, April 16, 2019

5:00-8:00 pm

Boone Bank & Trust Community Room

716 8th St., Boone

(Basement—use south doors)

- Food will be provided!
- Enter to win a drawing for a 55" TV provided by Destiny Homes!
- Visit with Boone Bank & Trust lenders to learn about financing!



S.M.A.R.T. SERIES
DESTINY HOMES



Questions? Call Becky Dose 515-298-1121

www.FlynnRealEstatelowa.com

CHAMBER ANNUAL MEETING



Business/Industry of the Year

Boone Veterinary Hospital
Elizabeth McClure



Fenner H. Stevenson Volunteer
of the Year

Andy Bartlett
Ledges State Park



Entrepreneur of the Year

Cedar Pointe Golf Course
Pat & Carol Clemons


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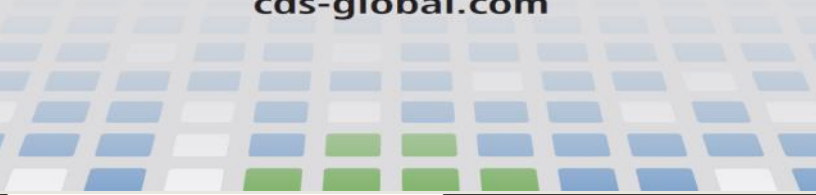
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