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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 JULY

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	31			



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
 (Central Iowa Impact)

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



NEW MEMBER ALERT

Do you know of a new or existing business that could benefit from being a Chamber Member? Send suggestions to Kris at office@booneiowa.us or by calling 515-432-3342.

our mission:

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

(Article continued on Page 13)



1320 S. Marshall St.
515-432-9525

Boone will be receiving a brand-new McDonald's! 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

Summer is in full swing. That brings about tourists, vacations and my kid's favorite (temporary) new food group, popsicles. It's hard to blame them. There really is nothing quite as satisfying on a hot day in the sun than a cold popsicle. It cools you down, quenches your thirst and just plain tastes good.

What is your businesses' popsicle during these summer months when so many visitors are in Boone County? What do you have that entices people to come in and then it just "hits the spot?" How do people in our community know that you have the right product or service for them? How are you marketing it? A lemonade stand is all well and good on a hot summer's day, but if it is set up in your kitchen, the only customer you will see is your mom. You have to go to where the people are.

That can mean a lot of different things in today's business climate. Social media. Local advertising. The list goes on. However, when we are at the height of our tourism season, I think that it is very important to get out there! Get into your community. Build that word of mouth by having a visible brand that is being used by real people.

The only time that it is guaranteed that my kids will ask for a popsicle is when they see that someone else has one. So get out there and show what you have to the community. And don't forget to support the other Chamber members around you. When you love your community, it will love you back.

—Bill Gebhart
Genesis Development/ Bill Gebhart Projects



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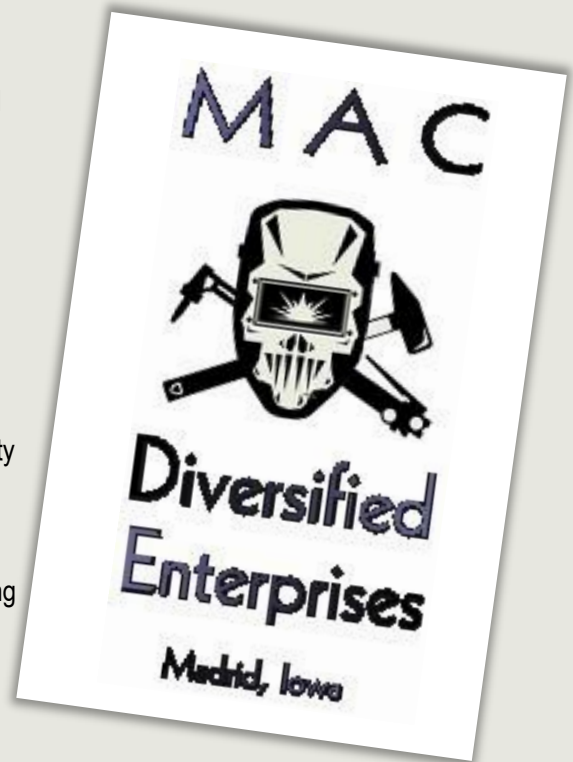


For all their toughness, metals are constantly subject to surface damage. Dents, holes and rust can really mess up your mower, metal truck boxes, even your race car! MAC Diversified Enterprises in Madrid is a family owned welding shop that can re-build or fabricate steel, aluminum and stainless to your specs and needs. Whether you bring it to the shop at 210 South Kennedy in Madrid, Iowa or have their mobile service come to you, MAC Diversified Services has your welding and fabrication solutions

At MAC Diversified Enterprises they strive to provide welding and fabricating services that their community needs as well as industrial partners.

Co-Founder Chad Carpenter earned his Welding degree from Des Moines Area Community College. With over 30 years experience, Chad estimates production time and costs to bid work. His expertise are evident in the creatures he fabricates by recycling metal objects.

Lead Welder and Fabricator, Wyatt Carpenter, recently earned his Advanced Manufacturing Degree from Des Moines Area Community College. Wyatt's experience spans beyond his school years as he worked with his father, Chad, from an early age fixing or fabricating metal parts for family and friends



210 S. Kennedy Avenue Madrid, IA | 515-795-3125 | www.macdivent.com



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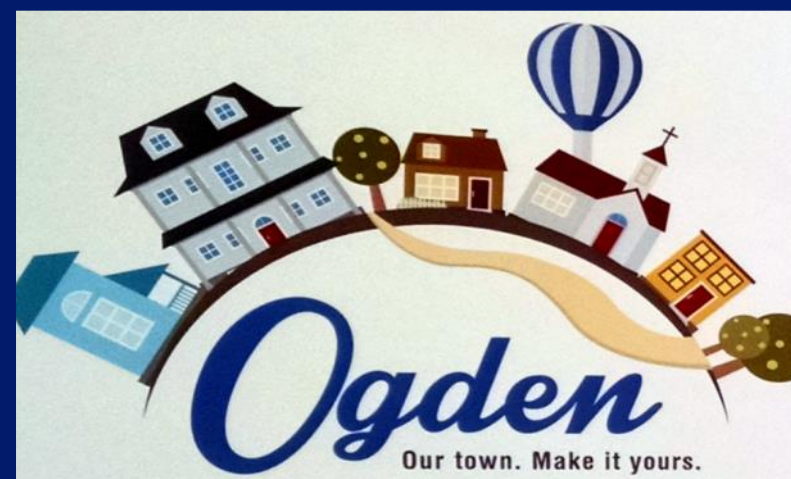
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The Howe Elementary School is officially closed and the contents will be transferred to the Middle and High School's once those construction projects are completed late this summer. The Chamber's Blue Coats celebrated two ribbon cuttings in the past month, one with the boutique and gifts shop owned by Carol Christensen and Deb Miller called New Moon Mercantile, and a screen printing business owned by Amber Trusler called Made-to-Gaze.



For the first time in recent memory the city realtors reported no single family home listings available for sale. The Tiger Run development is working through re-zoning with the city council and will solve part of this challenge with up to 35 new lots coming on the market over the next two years. MAC has moved their Food Truck night to Thursdays through the summer. The trucks are located in Jensen Park and serve from 5:30pm to 8pm. Downtown Madrid has welcomed a new business called The Artist: Visual and Performing Arts.



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BUSINESS AFTER HOURS

JULY

23

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Boone Family Dentistry • June 18, 2019



Boone Speedway • June 25, 2019



The New Moon Mercantile • June 20, 2019



Made to Gaze • June 20, 2019

BOOST. LEAD. CONNECT



The mission of the Boone County Fair is to encourage, support, and promote the growth and development of urban and rural communities of Boone County by highlighting the heritage of the community, and its ties to agriculture, industry and business that are the backbone of the community. The Fair is organized by the volunteer Fair board which is 15 voting members and three associate members.

This years Fair theme is Picture Perfect. Ask any of our 4-H and FFA youth exhibitors, (or their families) they will tell you Picture Perfect moments happen at the annual Boone County Fair. The Fair Board strives to create a Fair that showcases the talents of our youth through livestock, static, and other exhibits, however the Fair is for more than just "farm kids" With Free gate admission and free parking everyone can enjoy Fun at the Fair! This years Fair is July 18-21, grandstand shows include, Rogue Rodeo, Truck Pull, Demolition Derby & the Mud Race. The Beer tent is open during all grandstand shows. In addition to great grandstand auction, you can also free concerts on the Leonard Good Stage. Adairs Run, Casey Muessigmann, and Jake Doty & Hawk McIntyre. Discounted Advanced tickets for all grandstand shows, or unlimited carnival ride wristbands can be purchased online now. Other fun throughout the Boone County Fair includes, Swifty Swine Pig Races, Mud Volleyball Tournament, Free Watermelon & Sweet Corn Feeds, Face Painting, Balloon Art & so much more!

We hope to see you all at this years Fair. For more information, or to buy advanced tickets, check out the Fair's website www.boonecountyfairia.com



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At the end of June, the Mamie Doud Eisenhower birthplace and the Boone County Historical Center re-opened its doors with a lot of fanfare. It was a very exciting day for the Boone community. Preserving these historic buildings and the stories told within their walls demonstrates the strong commitment and values of our community. Preserving our history is important because it connects us to a specific time and place, helps us understand how we arrived at the place where we are today, and helps us plan for the future.

Please visit and support these historical Boone County destinations. Our history depends on it!

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



CHAMBER BENEFIT

Referrals to Potential Customers

The Chamber receives thousands of business inquiries each year. We only refer our members.

—Kris Blocker
Mgr. of Member Services and CVB



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Downtown Boone, IA

Since that time Snyder has helped define the trail alignment, met with and educated landowners from Madrid all the way up to Boone, and submitted detailed applications in an effort to attract grants to help build the first stage of the trail, a 1.5 mile stretch from the High Trestle Trail near QF Lane on up to Swede Point Park. The outreach to landowners is ongoing, and refinements to the pathway continue. But after all of the work, the relationship building, and partnerships with key stakeholders, the Trails Initiative is ready to take root.

As chair of the Trails committee, when I am asked "How long before this trail is built?" I have to answer, "As soon as someone donates \$8 million dollars." Yes, trail building is not cheap and usually a long-term project, most often built in phases. The only way to expedite the process is to find significant donors or major grants. Over the next two years myself and fellow BCTAC members will be out in force fundraising to accomplish just this task. I am a firm believer that the financial support for what I call "the next great trail" for Iowa, is out there. The success of the High Trestle Trail is just the tip of the iceberg. Now, after all these years, it's time to tell the story and sell the vision that is the Boone County Trails Initiative: a new quality of life feature for Boone County citizens, fresh air, less screen time and better health outcomes for our children, exposure to the positive mental aspects of being in nature, and the potential for immediate economic impact for our local business and communities.

You can help make it happen. *Share this story. Invite us to speak with your group. Consider a contribution to the effort.* However you can, support the effort and you will become part of the positive energy it takes to make a connected trail system in Boone County a reality.

—Kurt Phillips
Boone County Chamber of Commerce



Member Appreciation
June 18, 2019

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