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COUNTY IA



CHAMBER
OF COMMERCE

chamber

Express



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MEET THE TEAM

2019 BOARD OF DIRECTORS

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- Doug Lau, Treasurer*
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- Amy Landas
- Jeanna Warrick*
- Lois Powers
- Angel Boring
- Travis Stevenson
- Holly Stecker*
- Jim Heckman

*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

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Mgr. of Member Services and CVB

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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 AUGUST						
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
- 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 (Central Iowa Impact)

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



Sebourn
VIDEO SERVICES

Sebourn Video Services
 Sean Sebourn
 205 E. Madison St.
 Jefferson, Iowa
 515-370-4898



New Moon Mercantile
 Carol Christensen & Deb Miller
 325 W. Walnut
 Ogden, Iowa
 515-275-2264

our mission:

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

Bundling. Meal Deals. Volume Buying. These phrases aren't new to the business world. They have been used by the insurance, entertainment, fast food and bulk supplies industries for many years. The idea that you can get more for your dollar if you buy into pre-determined packages is one that has gained more traction in the last five years with Chambers of Commerce too.

We've watched these trends in the association industry at the same time we've watched the decline of what used to be called "the fair share" system of dues charged to members. The fair share system relied either on formulas for various segments of the business world (i.e. – banks paid on deposits, attorneys and doctors paid "professional" fees, hotels paid based on rooms, etc.) or FTE counts, that is, dues charged based on how many people a business employed.

The problem with these methods is they don't address the needs or wants of the member. Instead, they are solely a way to provide a measuring stick to justify fees for membership. In many ways they are fraught with inequities and penalize members for growing their businesses. Over the past two years the Chamber's Board of Directors has been investigating a new way to do business. One that would allow our members to decide what they want from their membership and how much they are willing to invest to get it. *If you haven't taken a moment already, please read my letter from late July providing a more thorough explanation of our new investment model.* Our new program will change the way you look at your membership, moving away from the somewhat foggy comprehension of our value proposition, to a more detailed understanding of exactly what benefits you should expect.

Over the next several months we'll provide more insights on how the program works, and ample opportunities to learn firsthand about this exciting new program for 2020 and beyond. We're preparing to put the power of choice in your hands and enter a new era in offering a truly "fair share" system.

- Kurt Phillips
Executive Director
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 building will be demolished to make way for a new modern upgrade, which is expected to be done late August.



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our vision:

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

PRESIDENT'S PERSPECTIVE

As we head into the final stretch of the summer season, I look back on some great times that were had this summer. I also am looking ahead to what is to come. For me, personally, I have been eagerly awaiting for my kids to return to school. It is time! My kids may not exactly agree with that statement, but my wife and I have both determined it to be true. We have been out buying school supplies, figuring out how we will change our drop off routine and how we will help our kids adapt to the change in routine.

The end of one season always seems to be filled with preparation for the next. As business and community leaders, I want to encourage us all to keep a few things in mind as we prepare ourselves and our businesses for Fall:

1 – Fall is a big time of year for tourism as well. Yes, summer “vacation” is over, but the river valley is quite spectacular in the fall. There is a lot going on (but also a lot to compete with). I would encourage you to find ways to work with other area businesses to really make your Fall Specials just as spectacular as our surroundings will be. Make sure you let people know what you have going on and why they should choose you, your goods and/or your services. Also, keep pointing them to other local places as well.

2 – Fall is busy time for our communities in general. There is no shortage of ways that you can get involved in helping to make our communities vibrant. Volunteer for community events and local service groups. Pufferbilly Days brings a large number of people to the county. Does that benefit you? Don't forget that they need many volunteers to make it run! Also, encourage your staff to get involved in the community. By looking out for Boone County and not just ourselves, we can help keep local businesses viable and sustainable.

3 – Enjoy this time! Don't get so busy planning for the Fall that you miss out on the end of the Summer season. Get out and enjoy Boone County and all it has to offer. Always be a participant in your community, the businesses and the people. Immerse yourself in Boone County. Find what you love, here, and get involved with it. If you love your town, it will love you back.

—Bill Gebhart

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In addition to serving portions of Boone, Calhoun, Dallas, Franklin, Greene, Grundy, Guthrie, Hamilton, Hardin, Humboldt, Kossuth, Marshall, Pocahontas, Polk, Story, Webster, and Wright counties, Midland Power also provides electrical power to six municipal utilities: Dayton, Ellsworth, Lehigh, Livermore, Paton and Stratford.

Midland Power has a headquarters office in Jefferson, a branch office in Humboldt, and line crew personnel strategically located at service centers in Boone, Humboldt, Iowa Falls, and Jefferson.

Midland Power maintains more than 12,000 points of service at homes, businesses and organizations spread across 3,925 miles of power lines.



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Serving Boone County since 1884

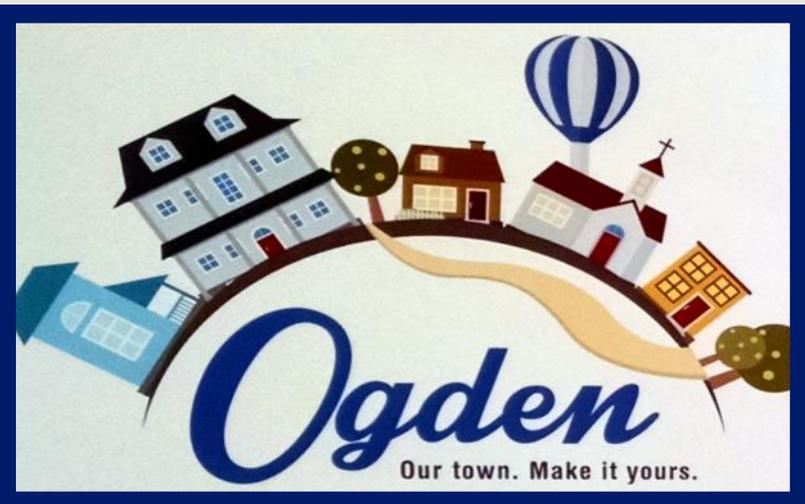
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A local group of investors is looking to build townhomes on the city's north side, specifically focused toward senior living. Interest has been good for this idea which would result in six properties with roughly 1250 sq. ft. of living space, and priced in the \$250K to \$300K range. The community welcomed it's first new barbershop in years. Jo's Haircuts for Men has opened on main street.

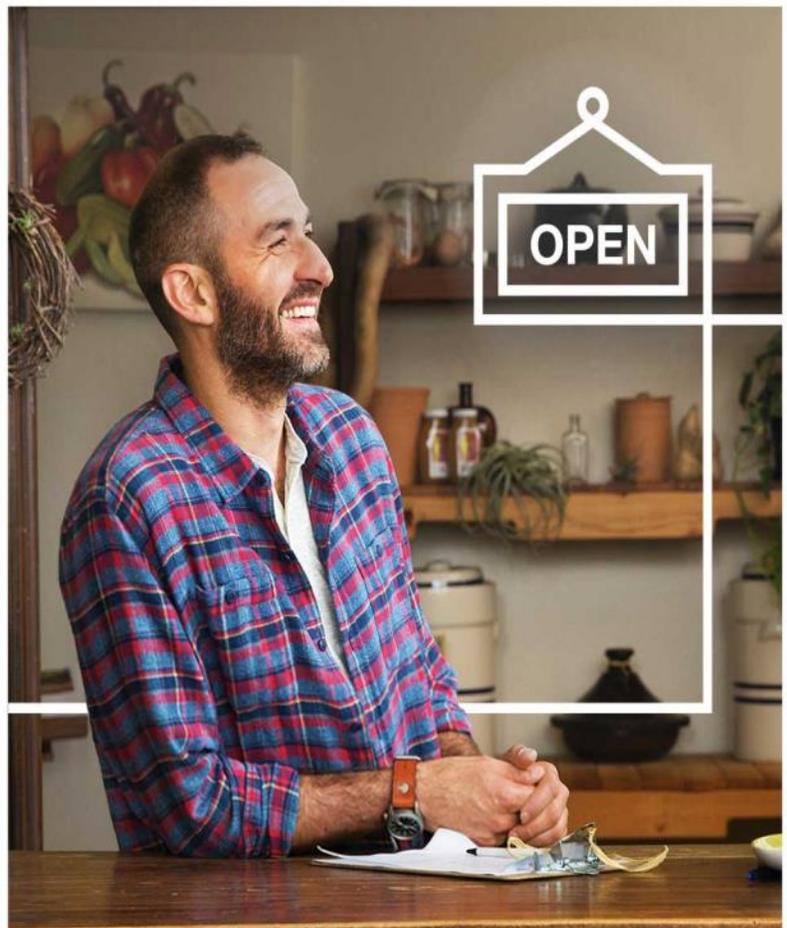
Madrid Area Chamber and the city of Madrid continue to pursue fiber optic service to the community and have been conducting a survey of residents to gauge support for this level of internet service. Nearly 180 residents have expressed interest, and the Chamber has a goal to reach 250 by Labor Day weekend. The city council has approved a change of their monthly meetings to the second Saturday of each month to make it easier for community members to attend.



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BUSINESS AFTER HOURS

AUGUST

20

Forte Studios

927 6th St.

4:30pm-6:00pm



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BAH – July 23rd at Boone & Scenic Valley Railroad



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Super 8 • July 2, 2019



Iowa Micro Loan • July 10, 2019



Boone Municipal Airport • July 16, 2019



Bacon Jewelers • July 23, 2019



Alice Place Senior Living • July 30, 2019



Boehm Insurance • July 18, 2019

BOOST. LEAD. CONNECT



Madrid's annual Labor Day Celebration is held during Labor Day weekend each year. The festivities begin Friday evening with the opening of the beer tent and run through Monday morning with their concluding Labor Day parade and the Lion's Club Chicken Dinner at Edgewood Park.

In addition to the parade and Lion's Club Dinner, there are many family friendly activities, including **free** inflatables, a petting zoo, and fireworks throughout the weekend, as well as the renowned Madrid Car Show on Sunday. Mark you calendars for a family fun weekend.

Labor Day Committee

- Lacey Ortiz
- Bryan Young
- Carson Skinner
- Sadie Williams

Click [HERE](#) for a schedule of events.

 A large graphic with the text "GET INVOLVED!" in a bold, distressed font. A red arrow points from the top left towards the word "GET". Below the text is the "Pufferbilly Days" logo, which is a red silhouette of a steam locomotive with the text "PUFFERBILLY DAYS" and "EST. 1976" integrated into it.

Pufferbilly Days™ Volunteer Opportunities

- I.D. Check**
- Memorabilia Booth**
- Security**
- Ticket Sales**

Click [HERE](#) to view time slots.



**1711 HAWKEYE DR.
BOONE, IA
Store: 515-432-7519
Market: 515-432-8760**

 An advertisement for United Bank of Iowa. The background is a scenic view of a green field and trees under a blue sky. The text "Iowa's #1 Ag Bank" is in large, white, serif font. Below it, "Our 15th year!" is written in a red, cursive font. At the bottom, the United Bank of Iowa logo is shown, along with the tagline "The Difference is Here!" and "Member FDIC".

**Iowa's #1
Ag Bank**

Our 15th year!

**UNITED BANK
of IOWA**

The Difference is Here! Member FDIC

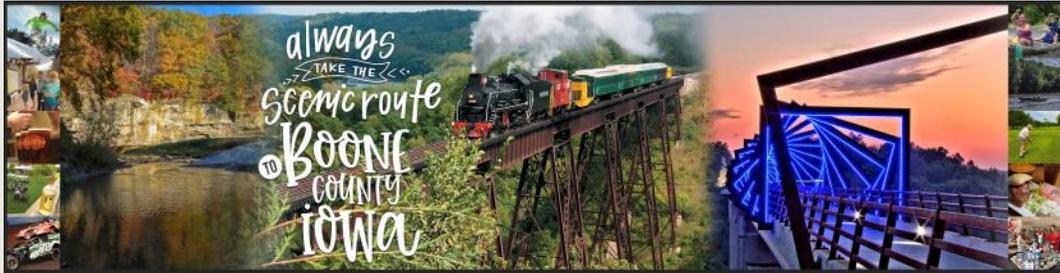
Boone
1609 Hawkeye Drive
515-432-2028
www.unitedbk.bank

CVB HAPPENINGS

A Fair Opportunity

We have the opportunity to promote Boone County attractions and businesses to 1 million people this month. The Boone County Convention and Visitors Bureau is setting up its booth in the Varied Industries Building at the Iowa State Fair. Volunteers from local attractions, businesses and communities will be talking about all that is great in Boone County. They will be handing out the Visitor Guide and inviting people to visit Boone County. This year's display is brand new and will help promote the region even better.

Come see us! — *Mark Schneider, Iowa Arboretum
Chair, Convention & Visitors Bureau*



CHAMBER BENEFIT

Ribbon Cuttings

Let the Chamber celebrate your grand opening, new location, or renovation success with you! We'll bring our big scissors and ribbon, snap a photo with our Ambassadors, then share your accomplishment on social media, on our website, and in our electronic publications.

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



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