

VOLUME 29, EDITION NO. 11 | NOVEMBER 2013



chamber

Express



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**PRESIDENT'S
PERSPECTIVE**

**CHAMBER
SPOTLIGHT**

NEW MEMBERS

**WHAT'S HAPPENING
AT THE CHAMBER?**

■ MEET THE TEAM

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CHAMBER STAFF

Kurt R. Phillips
 Executive Director

Emily McColloch

Events Coordinator/Administrative Assistant

Carolyn Robinson

Finance Manager/Secretary

*Executive Committee Members

CONTACT US

The Chamber Express newsletter is published by the Boone Area Chamber of Commerce, 903 Story Street | Boone, Iowa 50036
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CE TRIVIA:

What was Boone originally named?

ANSWER ON PAGE 11

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our mission: “The mission of the Boone Area Chamber of Commerce is to *enhance* the *economic* and *civic vitality* of the businesses and citizens of Boone County”

■ FROM THE DESK OF THE DIRECTOR

"Change is inevitable." "The only thing that stays the same is change." If you google "quotes about change" you will be inundated with hundreds of philosophical takes on the subject. Most reflect on the advantages of being open to change. Well, the Boone Area Chamber of Commerce is about to change an element of membership that has stood untouched and somewhat forgotten for years: our dues structure and program investments. There are three reasons our Board of Directors are supporting this change. 1) Chambers are no longer simply downtown retail driven organizations, they are industry recruiters, tourism advocates, and leaders in community initiatives. To fulfill our mission we must reach out beyond the borders of mainstreet and impact all facets of economic drivers in our region through expanded services to a wider audience. 2) The small business dollar that used to be dedicated to Chamber membership is not exclusively ours anymore. It buys lunch, pays the electric bill, or stays tucked away in the wallet if the Chamber does not have a unique and compelling role to play on your behalf. 3) Today's business people are searching for investments that show gainful returns. Every dollar matters. Like a lot of you in your industry, we have to show more value to earn your business. We know that change can be hard, but as Winston Churchill has been quoted, "To improve is to Change." Having a chance to visit with you personally will be the most opportune way for us to help you find your comfort zone with the new system. That will take time...which is why implementation has been given a wide birth. We'll work with you to understand and acclimate to the system, on a timetable that fits your schedule. Take a look at page 7 & 8 in this month's Chamber Express for a sneak peek at our new MEMBER'S GUIDE. Of course, I hope you will always call us, our Board Members, or Membership Committee with any questions.

—Kurt Phillips, Executive Director

Festival of Trees & Holiday Open House

**NOVEMBER 16th, 9 a.m. to 4 p.m.
NOVEMBER 17th
11:30 a.m. to 4 p.m.
Boone County Hospital Atrium**

Enjoy 20 percent off in Gifts Galore, homemade goodies, Santa Claus, free gift wrapping and holiday music. A large assortment of trees will be available to bid on through a silent auction November 2nd through the 23rd. Purchase tickets for a Come and Go Breakfast with Santa on November 16th. For more information regarding tickets, call 433-8487 or email jbass@bchmail.org



The Festival of Trees and Holiday Open House is sponsored by the Boone County Hospital (BCH) Auxiliary; the Come and Go Breakfast with Santa is sponsored by the BCH Foundation.



**BAMA
HOLIDAY
OPEN HOUSES
NOVEMBER 15-17
*Sunday hours: 12-4 p.m.***



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UNIQUE" IN
DOWNTOWN BOONE**

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■ CALENDAR



NOVEMBER 2013



Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 BAMA RETREAT 6:00 PM	5 AMBASSADORS 9:30 AM	6 EXEC. BOARD MEETING 11:30 AM BA5 @ HY-VEE	7 Harvest Omelet Breakfast 6-9 am "TUNED IN" KWBG 8:35 AM	8	9
10	11	12 AMBASSADORS 9:30 AM	13 CVB MEETING 7:30 AM	14	15 BAMA Holiday Open House	16 BAMA Holiday Open House
17 BAMA Holiday Open House 12-4 pm	18 CHAMBER BOARD MEETING 11:30 AM	19 AMBASSADORS 9:30 AM	20 BAMA MEETING 7:30 AM	21	22	23
24	25 CHAMBER BOARD RETREAT 11:30 AM	26 AMBASSADORS 9:30 AM	27	28 THANKSGIVING DAY 	29 CHAMBER OFFICE CLOSED	30

■ LIST OF EVENTS

NOVEMBER

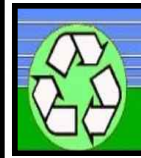
November 1 – Lions Club Annual Turkey Dinner
 November 2 – Boone and Scenic Valley Railroad host Motor Cars
 November 2 – Iowa Arboretum Adult Branches Tree Series – Conifers
 November 5 – B Co Hospital Alzheimer's Support Group at Westhaven
 November 6 – Business After 5 @ Hy-Vee
 November 7 – Taste of Midwest Creations MEET the Artist event
 November 7 – Fall Harvest Omelet Breakfast
 November 9 – Iowa Arboretum Adult Branches Tree Series - Windbreaks
 November 10 – Sacred Heart Fall Bazaar
 November 11 – Boone Blood Drive at Boone County Hospital
 November 14 – Taste of Midwest Creations MEET the Artist event
 November 15 - 17 – Boone Area Merchants Association Holiday Open House
 November 16 – Iowa Arboretum Holiday Sale – Gift Shop
 November 16 – Iowa Arboretum “Arb Bark”-
 November 16 & 17 – Boone County Hospital Holiday Open House & Festival of Trees
 November 16 – B County Hospital Childbirth Education Class
 November 16 – Children's Breakfast with Santa at B Co Hospital Cafeteria
 November 19 – B Co Hospital Educating and Empowering U Seniors against Investment Fraud
 November 21 – Taste of Midwest Creations MEET the Artist event
 November 21 – B Co Hospital Diabetes Support Group
 November 26 – Boone Co Hospital “Smart Choice: Health Insurance” program
 November 29 & 30 – Boone and Scenic Valley Railroad Santa Express Trains
 November 29 – Iowa Arboretum Volunteer Recognition Program
 November 30 – Iowa Arboretum Dad's Belgian Waffles

DECEMBER

December 1-24 – Iowa Arboretum Home Grown Holidays-Live Holiday trees
 December 3, 4, 5, 6, & 7 – Boone and Scenic Valley Railroad Santa Express Trains
 December 5 – Boone HOLIDAY Lighted Parade and Tree Lighting Ceremony
 December 5 – Boone Shop With a Cop Event
 December 7 – Ogden Iowa Taste of Christmas
 December 7 – Iowa Arboretum Holiday Gala
 December 7 – Tour of Homes
 December 8 – Ogden Iowa Christmas Tour of Homes
 December 8 – Community Christmas Concert to benefit Habitat for Humanity
 December 8 – Tour of Homes
 December 9 – Madrid's Christmas Extravaganza & Parade
 December 10 – Business After 5 @ Something for You Boone Iowa
 December 10, 11, 12, 13 & 14 – Boone and Scenic Valley Railroad Santa Express Trains
 Dec 31 – Jan 1 – Camp Hantesa New Year's Eve Camp

2014

May 17 – Johnny Appleseed planting
 June 26, 27, 28 – Ogden Fun Days
 July 17 – 20 – Boone County Fair
 August – 26 – 28 – Farm Progress Show
 September 4 – 7 – Pufferbilly Days Festival



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■ PRESIDENT'S PERSPECTIVE

PRESIDENT'S PERSPECTIVE

Recently the Board of Director of the Chamber voted to approve a new mission statement, and also created a vision and values statement as part of our Strategic Planning. The new mission statement simplified our previous version:

The Boone Area Chamber of Commerce's mission is to enhance the economic vitality and quality of life in Boone County.

The statement has not changed a great deal but simplifies our core message. Our board feels that our new mission, vision and values statement (see back page) will help give clarity to future boards and chamber members regarding our organizations purpose and guiding principles. In preparing for 2014 the board also accepted nominations for new directors, to begin their three-year terms in January (see the nominee list in "News in a Nutshell" on page 11). And finally, a new slate of Executive Committee members has been selected for 2014. They include Kevin Griggs, Griggs Environmental - President, Jon Crook, Boone Valley Brewing Co. - Vice-President, Chad Christeson, Top-N-Body - Treasurer, and Becky Dose, Flynn Real Estate, and Gary McCormick, Hy-Vee, as at-large members. A special thanks to all board members for your time and talents. The chamber's board is a volunteer position and the un-selfish hours given in the midst of our busy schedules is appreciated.

*—Nick Lentz, Board of Directors President
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IMPLEMENTATION OF THE NEW **MEMBER'S GUIDE**

Dear Chamber Member,

Beginning soon you will have an exciting new way to partner with the Boone Area Chamber of Commerce through your membership. Our new **MEMBER'S GUIDE** was developed to:

- ◆ Simplify the process of joining
- ◆ Encourage engagement in Chamber programs and events
- ◆ Quantify the value associated with our programs and events

To do this, the Chamber staff, Board of Directors, and our Membership Committee have spent long hours over the last year analyzing our current dues schedule, Chamber programs, and the method of delivery for each. We have held a number of sessions to break down our system and poke holes in the weak spots, as well as gather a random sampling of member opinions. Through this process we believe we have arrived at a better system for new members to join, and current members to more fully engage in our mission.

This December, you'll receive our first ever Boone Area Chamber of Commerce **MEMBER'S GUIDE**. The 2014 **MEMBER'S GUIDE** will present a new dues system based on employee count (no more professional fees, hotel rooms, deposits on account, utility meters, etc.) It also includes a clear overview of what it means to be a member, with a list of the benefits ALL members receive by being a part of our organization. The **MEMBER'S GUIDE** is chock full of the detail you need to know about our programs and events for the entire calendar year, to allow you to plan your involvement, put the dates on your calendar (or use the one included in the **GUIDE**), and settle on your investment during a time when you typically would be planning your budget. To help you along in the engagement process, we've provided some incentives in **four (4) pre-designed packages**. There are many ways to partner with the Chamber, align your company with important local initiatives, and market your business in a way that no other traditional method can do. Lastly, the age-old question of "what do I get?" is answered with values determined by the necessary staff time and materials that it takes to market the programs in advance, provide excellent visibility to our sponsors, have a quality product or service for our participants, while maintaining a solvent and growing organization for years to come. *We know that the more you are involved with your Chamber, the more you value your membership.*

Next to stopping in or calling the Chamber offices, the new **MEMBER'S GUIDE** should quickly become your best Chamber resource. Keep it in a file or desk drawer nearby to use as a quick reference tool, any time of year. Dog-ear the pages you want to come back to most often, or make notes in the margins. For a sneak peek turn this page over to get a glimpse of the new **MEMBER'S GUIDE**, arriving at your doorstep soon!

- Kurt Phillips, Exec. Director

Includes a simple, easy to understand base dues schedule

*Plus, detailed descriptions
of Chamber Programs
with event dates to help
you plan your investments
for the coming year!*

■ MEMBER SPOTLIGHT

LORA & COMPANY REAL ESTATE



*Darcy Hutchings, Shannon Crain,
Bryan Rohe & Lora Ahrens Olerich*

After being in the Real Estate business for over 13 years, Lora Ahrens Olerich decided that it was time to take the next step in her career. She began Lora & Company Real Estate in

May 2011 and was joined by fellow Realtor, Shannon Crain and Office Manager, Darcy Hutchings.

In August 2011, Bryan Rohe joined the team.

Our success depends on the success of our clients. We owe it to them to help them make wise real estate decisions. In doing this, we need to be honest and forthright; sometimes they'll love what we have to say...sometimes we may point out things they might not see or things that are hard to hear about the current market. Ultimately, we'll work hard to become their trusted real estate adviser and counselor...not just their agent.

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■ NEW MEMBERS

Welcome new members



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Karen Durbin

414 Northwester Avenue

Ames IA 50010

515-233-3276

Email: Karen@heartlandstaffingllc.com

www.heartlandstaffingllc.com

Boone Contact: Amber.heartlandstaffingllc@gmail.com

Ames Contact: Laurie@heartlandstaffingllc.com

Ji2 Services Inc

Jenn Wood

1322 Benton Street

Boone IA 50036

515-291-6841

Email: ji2servicesinc@gmail.com

Come check us out!

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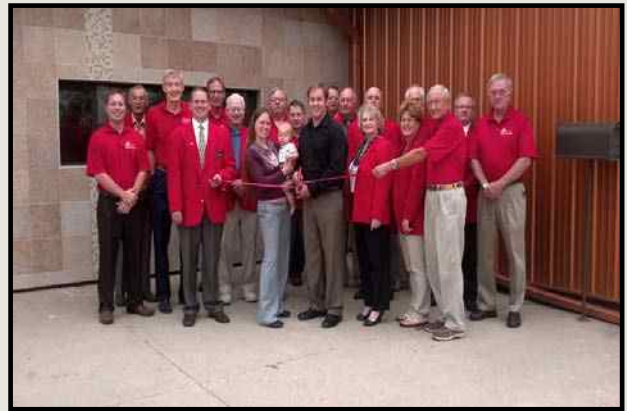
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Eric Elliott - IMCA Northern SportMods

Trent Murphy - IMCA Stock Cars
Eric Stanton - IMCA Hobby Stocks
Josh May - Mod Lites

■ BUSINESS AFTER 5

BUSINESS AFTER 5

Last months Business After 5 was held at the **Midwest Creations** on October 29th. **Hy-Vee** will host the next Business After 5 on November 6th. **Something for You in Boone** will be held on December 10th.



Thank you to everyone who came out to BA5 at Midwest Creations on October 29th.

■ CHAMBER BENEFIT

KNOW YOUR CHAMBER BENEFITS #21: RETAIL PROMOTION

Shop Boone Gift Certificates are purchased by businesses and individuals as gifts and bonuses. Gift Certificates may be redeemed only by Chamber members and 2011 saw Gift Certificate purchases totaling \$44,500 and 2012 purchases totaled \$48,097.50. Occasionally, a gift certificate recipient will spend a partial amount from their gift certificate. We encourage members to return the balance to the customer with one of their own gift cards.

—Carol Robinson

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■ CONVENTION & VISITORS BUREAU

CVB HAPPENINGS

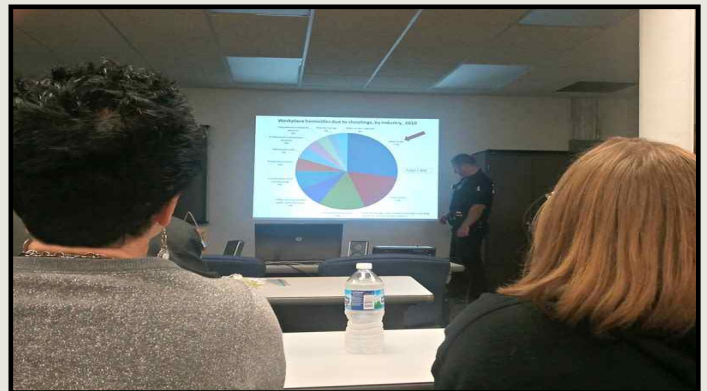
The first snow of the season a few days ago was a sign that winter is just around the corner, and the CVB is busy helping to bring people to the area. The caboose information center is having several improvements done, including renovations to the steps and a new picnic table (soon to arrive.) If you see someone in the Boone County area taking photographs from alternative perspectives, it may be the photographer hired by the CVB to capture the area attractions in the fall and winter modes to go along with the pictures taken this summer. With so much going on in all seasons, it is important to have these photos to use in items such as advertising and at travel shows. Speaking of ads, new ads have been submitted for several publications that will be out in the next few months, and they are emphasizing the Family Fun map that made its debut last year. The popularity of this piece has kept the chamber staff busy answering requests. The Travel Iowa Marketplace is later in November, and it is a great time for the CVB to market towards the group travel operators (bus groups.) Lastly, if the mention of snow didn't get you thinking about the holiday season, this will; the CVB will again sponsor a holiday lighting contest. Take some tips from Clark Griswold, and get out and decorate before the snow returns. Look for information on how to enter (or enter your crazy neighbor) coming soon.

*—Travis Stevenson, CVB Chairperson
Boone & Scenic Valley Railroad*


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ALICE SEMINAR OCTOBER 29, 2013



The ALiCE Hostile Incidence Seminar was held on October 29th at the Boone Police Department with Officer Dave Powers.

■ BOONE AREA MERCHANT'S ASSOCIATION

BAMA HOLIDAY PROMOTION



The BAMA Holiday Promotion, "Light Up the Holidays", will be held November 15th-December 15th. Each participating merchant will be given a battery operated candle that will have a Holiday related word on it (ex. Joy, Star, etc.). Shoppers will have to find the candle in your store and write the word down on their game piece (provided at each participating store). How hard or easy to find is up to you. Once found, they will present their card and have it signed by your staff. If they can find all of the candles and collect initials from each store, they'll turn their game piece in at any participating store or to the Chamber, for a chance to win one of (9) nine Boone Bucks prizes. Cards must be received by 5 pm on December 15 to qualify. The winner will be chosen by random drawing. No purchase necessary. If you would like to participate in the BAMA Holiday Promotion please email or call Emily McColloch at 432-3342.

*—Emily McColloch, Events Coordinator
Boone Area Chamber of Commerce*

■ NEWS IN A NUTSHELL

NEWS IN A NUTSHELL

The **2013 Holiday Lighted Parade** will be held on Thursday, December 5th at 7:00 p.m. This year's parade is sponsored by Alliant Energy. For more information or to download an application click [here](#).

The **Board of Directors of the Boone Area Chamber of Commerce** has unanimously accepted the following **nominations** as Directors to serve 3-year terms beginning in 2014: Jeff Gano – Colorado Grill/Godfathers Pizza, Jeremy Pritchard – Pritchard Bros., Dr. Zach Weisbrod – Boone Family Chiropractic, and Chad Houston, Kruck Plbg. and Htg.

*Additional names of candidates for directors can be nominated by petition bearing the genuine signature of at least five (5%) percent of qualified members of the Chamber. Such petition must be submitted by November 15th, 2013 at 5pm. The nominating committee will have final determination of the legality of any petition.

The Boone Area Convention and Visitors Bureau needs your help! We are in need of someone to help distribute our Destination magazines and attraction brochures to Iowa Welcome Centers and other CVB's around the state approximately six times per year. Mileage and other expenses are covered. Interested parties should contact the Boone Area CVB at 432-3342.

Don't forget to use the E-News to publicize your organization's events. The E-news is a no cost benefit to chamber members, sent every Monday morning via email. Please have your information to the chamber at least 7-10 days in advance. Email Emily with your notes at events@iowatelecom.net

Front Cover Photo: The Y Camp in Boone, Iowa

CE Trivia Answer: Montana, it was renamed to Boone in 1877

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■ WHAT'S HAPPENING AT THE CHAMBER?

NEW MISSION, VISION & VALUES

OUR MISSION:

The Boone Area Chamber of Commerce's mission is to enhance the economic vitality and quality of life in Boone County.

OUR VISION:

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

OUR VALUES:

We will...

- act as trustworthy and responsible stewards of the Chamber's funds, seeking to direct resources with wisdom and integrity
- treat all of our relationships with honesty, respect and fairness
- be actively involved in our community as leaders who will identify and address issues of community and regional concern
- will be passionate about providing businesses with the tools they need to grow and prosper
- will be open to new ideas and willing to consider change
- will listen and work with others as a team in order to enable our success and fulfill our mission



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