

# Express

1908  
~  
2016

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## ■ MEET THE TEAM

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### CONTACT US

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## CE TRIVIA:

In what year was the Chicago and Northwestern RR sold to Union Pacific?

ANSWER ON PAGE 15

FRESH  
PRODUCE



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CHOICE  
BEEF  
CUTS

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



## ■ FROM THE DESK OF THE DIRECTOR

"Who really needs a Police or Fire Department anyway?", said the person who had never personally had any need to call one or the other. They'd never had a break-in, or vandalism. Certainly not a fire or paramedic emergency. Nope. As far as they were concerned, paying taxes to support these two departments was a waste of their money since they didn't receive any direct benefit. Can you imagine if someone truly felt this way?! Thankfully, most people understand the value of having officers patrolling our streets, and trained professionals at the ready for the worst of our emergencies. Now, I don't mean to equate what the Chamber of Commerce does with public safety, but a lot of what we do for you isn't designed to provide direct benefits to your business. Earlier this year the Chamber crafted a mantra, "Boost, Lead, Connect" (see the sidebar below right). These three words provide a simple mnemonic device to remind our board, staff and members of the key aspects of value in the work we do, much of which goes unnoticed by the general public. Sure, the Chamber is providing more tangible, direct benefits than ever before: professional workshops, networking events, web visibility, meeting tools, etc. But there is so much more we do to support and further the growth and development of our retail, industrial and community constituency than meets the eye. There is an old line in our industry that goes something like, "Chamber's do the work that nobody knows how it gets done." It's something to keep in mind the next time anyone questions the value of our organization.

—Kurt Phillips, Executive Director  
Boone County Chamber of Commerce



**BOONE COUNTY HOSPITAL**

### 11th Annual Festival of Trees and Holiday Open House

**November 12, 9 a.m. to 4 p.m.**  
**November 13, 11:30 a.m. to 4 p.m.**  
**Boone County Hospital Atrium**

Bid on beautifully decorated trees, wreaths and holiday items through a silent auction and enjoy 20% off in Gifts Galore. Bring the kids to see Santa Claus, sign-up for door prizes, and enjoy holiday music and treats.

The last day to bid is November 19 at 2 p.m.  
The Festival of Trees and Holiday Open House is sponsored by the Boone County Hospital Auxiliary.

### BOOST. LEAD. CONNECT.

#### BOOST - The Chamber...

- **SALES** - we spend over \$40,000 each year on retail and tourism promotion, bringing shoppers and vacationers dollars into our economy
- **B2B** - Connects over 270 members to each other, immediately impacting the size of your business network and helping you get B2B sales
- **EXPOSURE** - Provides a web profile in our Member Directory that attracts over 8,000 inquiries a year, giving your business premium exposure online
- **VISIBILITY** - Provides up the minute web stats on your profile page and industry category, allowing you to track activity for your business
- **REPUTATION** - 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.\*
- **VISITORS** - we are instrumental in generating over \$151,000 in Hotel/Motel tax receipts in Boone through Tourism Bureau investment and promotion in 2015.

\*2012 Shapiro Study

#### LEAD - The Chamber...

- **PUFFERBILLY** - Organizes and runs one of Iowa's largest community festivals, Pufferbilly Days™, generating hundreds of thousands of dollars in local economic impact
- **LEADERSHIP** - Staff are actively involved in leadership positions with local non-profit organizations and service groups, key city and county agencies like the Madrid Action Committee, Ogden Legacy, Boone Economic Growth Corporation, Central Iowa Expo, and others.
- **CIPS** - Develops and Leads initiatives such as the Boone County Trails Initiative, Downtown Maintenance Program, and the PLaCE (Program for Landscape and Community Enhancement) façade program.

#### CONNECT - The Chamber...

- **ENTREPRENEURIAL** - Encourages, supports, and assists entrepreneurs through our unique EntreLAUNCH business start-up program, helping them get on their way to business ownership.
- **POWER BROKERS** - Is connected to every major player in city and county government in Boone County. We have the Superintendents and Principals, Mayor's, Councilmembers, Supervisors, Senators and Representatives in our Rolodex.  
They will listen to us.
- **WIKIPEDIA** - is the primary way new residents get the key information they need to make Boone County their home. We provide assistance by email, phone, and in person with our Re-location Guide.

Come check us out!

WWW.BOONEIOWA.US 3

# November 2016

S M T W T F S

		1	2 Pufferbilly Days Meeting 7:30AM	3	4	5
6	7	8 Ambassadors 9:30AM  Election Day	9 CVB Meeting 7:30AM  Business After 5 Hy-Vee	10  Executive Meeting 8:15AM	11	12
13	14	15  Ambassadors 9:30AM	16	17  Retail Task Force Meeting 2:30PM	18  Membership Committee Meeting 12:00PM	19
20	21  Chamber Board Meeting 11:30AM	22  Ambassadors 9:30AM	23  BAMA Meeting 7:30AM	24  Thanksgiving	25  CHAMBER OFFICE CLOSED	26
27	28  Chamber Board Retreat 12:00PM	29  Ambassadors 9:30AM	30			

## ■ LIST OF EVENTS

### 2016 Events

November 3 — Harvest Ag Omelet Breakfast  
November 8 — Election Day  
November 9 - Business After 5: Hy-Vee Wine & Spirits  
November 12 & 13 — Holiday Open House - Downtown Boone  
November 24 — Thanksgiving  
November 25 - Chamber Office Closed  
December 1 — Holiday Lighted Parade  
December 3 — Kids Day  
December 3 — Small Town Christmas in Ogden  
December 5— Madrid Christmas Extravaganza  
December 25 — Christmas

*Please send your event dates for 2016 to: [events@booneiowa.us](mailto:events@booneiowa.us). Event dates subject to change. More information of times, dates and places of Boone events and businesses is available from the Boone County Chamber Office and at [www.booneiowa.us](http://www.booneiowa.us). Updates are also available at the Caboose Information center on South Story Street from Memorial Day to Labor Day.*



Even Santa thinks 2016 Pufferbilly Days Memorabilia would make great Christmas gifts! Right now on **SALE** at **CLOSEOUT PRICING!!** Stop by the chamber or [CLICK HERE](#) to view and purchase merchandise.



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*A Partnership Between the Boone County Landfill  
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for information on workplace recycling

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(Print this page)**

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*Come check us out!*

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## ■ PRESIDENT'S PERSPECTIVE

We have officially hit November and are entering into the pre-holiday shopping season. Holiday Open House is November 12th and 13th. Make sure to stop downtown and snag some great holiday deals! The members of the Boone Area Merchants Association (BAMA) have been working hard on their holiday promotions and are looking forward to helping you with all of your holiday shopping lists. Please remember to shop locally this holiday season!

—Jeff Gano, Board of Directors President  
Colorado Grill



2005 Lakewood Drive  
515.433.5000

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504 Story St.

**OGDEN**

217 W. Mulberry St.

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# OGDEN

## Ogden Legacy and Community Update

The Legacy Housing committee has secured half of the funding for an ISU 55+ housing study for Ogden that will cover all aspects of housing needed in Ogden. The third new home in Ogden has begun and the basement walls are up. Legacy is in the process of tabulating all the business in Ogden and taking pictures of all the store fronts for further reference for any new business prospects that may come to town.



***REACH***  
*hundreds of business  
leaders with an ad in the  
Chamber Express every  
month.*

*Call Kris or Alyssa for  
more information  
515-432-3342*



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**Becky  
Dose**

515-298-1121

*\$6.4 Million in sales for 2014*

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# BOONE <sup>for the</sup> HOLIDAYS!

## HOLIDAY OPEN HOUSES

**SATURDAY, NOVEMBER 12**  
and **SUNDAY, NOVEMBER 13**

Fill out your list for Santa and  
start your shopping right here!

## HOLIDAY LIGHTED PARADE

**THURSDAY, DECEMBER 1 ~ 7pm**

Followed by the lighting of the  
Community Christmas Tree  
Takes place on Story Street from 6th to 9th Streets

## KIDS' DAY

**SATURDAY, DECEMBER 3**

10am to Noon

Parents: use this time to  
Christmas shop in Boone!  
Located at the Boone History Center at 602 Story Street

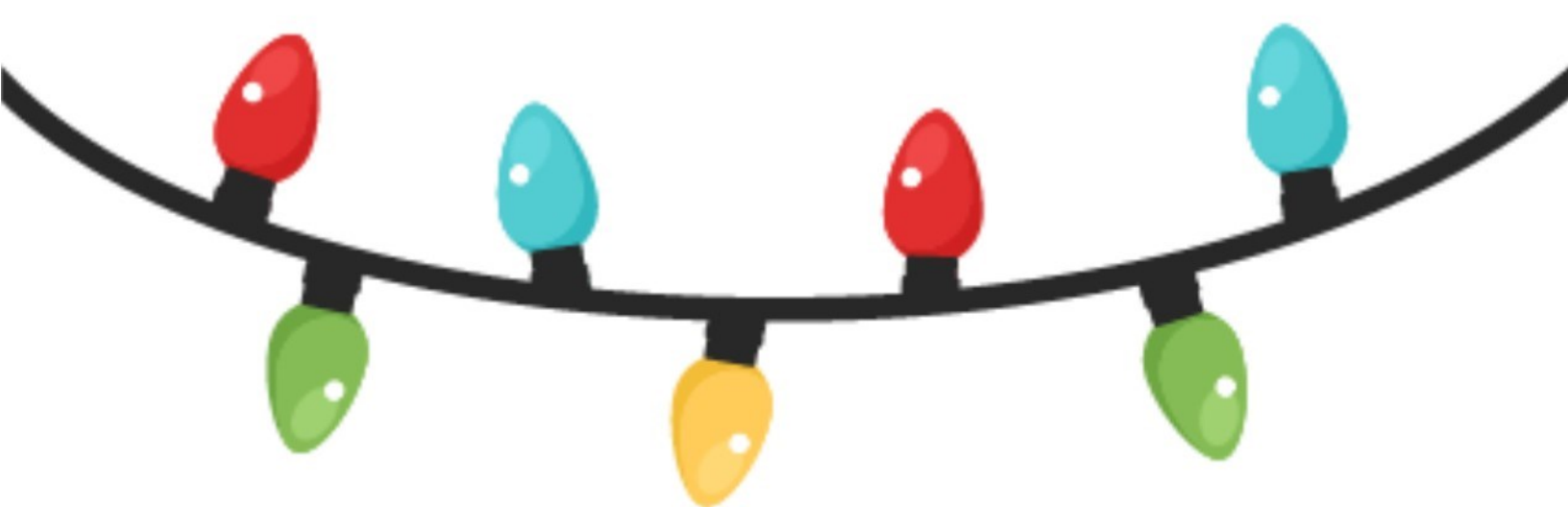
## SANTA'S HOUSE

**NOVEMBER 12 through DECEMBER 17**

Saturdays ~ Noon to 2pm  
At the corner of 8th Street and Story Street







# Holiday Lighted Parade & Tree Lighting Spectacular

December 1st, 7pm-Downtown Boone  
Theme: "Boone for the Holidays"

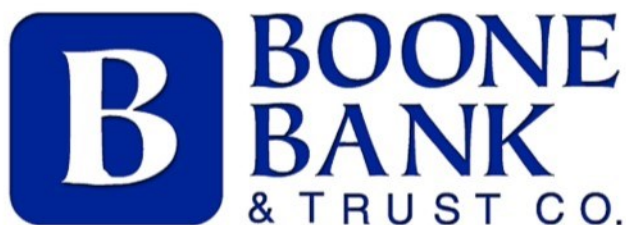
It's easy to enter! Any business, group, family, organization or individual can participate. Company vehicles are welcomed! Just remember, entries **MUST BE LIGHTED** as the street lights will be off!

The Tree Lighting Spectacular will immediately follow.

Contact Alyssa at the Chamber to get a parade entry form.

515-432-3342 or [events@booneiowa.us](mailto:events@booneiowa.us)

Entries are due Friday, November 25th.





# Harvest Omelet Breakfast



November 3, 2016

From 6AM-9AM

Boone County Fairgrounds

Proceeds going to the 4-H & FFA Scholarships

OMELETS, SWEET ROLLS, JUICE AND COFFEE  
\$6 PER PLATE

MARK YOUR CALENDAR TODAY AND  
PLAN TO BE SERVED BREAKFAST BY  
LOCAL CELEBRITIES!



**IOWA PORK.**  
PRODUCERS ASSOCIATION

Boone County Pork Producers



# Do You Want to Pay **LESS<sup>in</sup> TAXES?**

**Example: 25% tax bracket, \$1,000**

*(This illustration can be applied to other tax brackets & dollar amounts.)*

School Tuition Organization (STO)

\$1,000 donation

-\$250 federal tax savings

-\$650 state tax savings

---

\$100 "cost"

## **Ways You Can Give\*:**

- Cash
- Grain - minimum of \$1,000
- "S" and "C" corporations- including partnerships & LLC's
- Debit and credit cards
- Payment of state quarterly taxes
- Stocks and mutual funds- minimum of \$1,000 in value

*\*Available on a first come-first serve basis. Call contacts for details.*

## **You Can Benefit:**

- By using tax credits this year and/or the next 5 years.
- Regardless of your religious, school, and/or community affiliation.
- As long as you have Iowa state tax credit liability.

## **YOU Can Take Advantage of the STO Tax Credits Today!**

1. Consult your professional advisor regarding your specific tax situation.
2. Contact Betty Ann at 515-432-1971 ~ [shdev@mchsi.com](mailto:shdev@mchsi.com) for details and donor forms or go to [www.shboone.com](http://www.shboone.com) ~ "Ways to Give"



# MADRID

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## Madrid Action Committee and Community Update

Madrid is continuing to press for accountability among property owners. Along with the council, I am looking at all available options to be utilized in enforcing ordinances – specifically involving safety of our citizens. Our focus remains creating a downtown in which everyone can benefit. I am confident we will see major movement in the next few months. Additionally, the city is hiring a Public Works Director. This individual will enhance our ability to see, forecast and bring assets towards city wide projects in a timely manner.

Currently our Administrator, Todd Kilzer, is preparing the initial review of the budget. We are taking a holistic approach and scrutinizing every expenditure to create a few opportunities for the city to place our assets towards a project or projects which will deliver the greatest return towards providing for our community. Our Chamber of Commerce is working directly with the city in identifying these possibilities. Please contact your council members if you have suggestions or concerns.

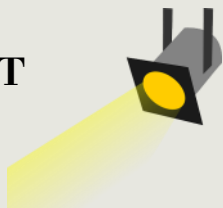
—Dirk D. Ringgenberg  
Mayor of Madrid

Welcome **new**  
Members



Deery Brothers of Ames  
1700 SE 16th  
Ames, IA 50010  
515-233-5000

## ■ MEMBER SPOTLIGHT



Madrid, IA 50156

Continental Manufacturing Chemist has been in the contract manufacturing business since 1959 producing a variety of items. The facility is approximately 40,000 sq. ft. consisting of an office, a lab, a production floor, and 4 warehouse spaces. They partner with over 40 brands and make over 2,000 types of products. They formulate, compound, and fill bottles, tubes, and jars of items from mouthwash and toothpaste to pet grooming products. They are FDA, EPA, and ATF registered and regulated. There is currently 47 employees and they work with outside contracting agency for temporary positions.



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## ■ AMBASSADORS ribbons & shovels



EDWARD JONES      AUGUST 2, 2016



FIRST UNITED METHODIST      AUGUST 23, 2016



GENESIS      SEPTEMBER 6, 2016



CASEY'S NORTH      SEPTEMBER 9, 2016



BOONE VET HOSPITAL      AUGUST 30, 2016



WALGREENS      SEPTEMBER 13, 2016





BEHN'S CENTRE OF DANCE  
SEPTEMBER 20, 2016



BOONE COUNTY HOSPITAL  
OCTOBER 8, 2016



TRINITY LUTHERAN CHURCH/SCHOOL  
OCTOBER 4, 2016



BOONE COUNTY REPUBLICANS  
AUGUST 24, 2016



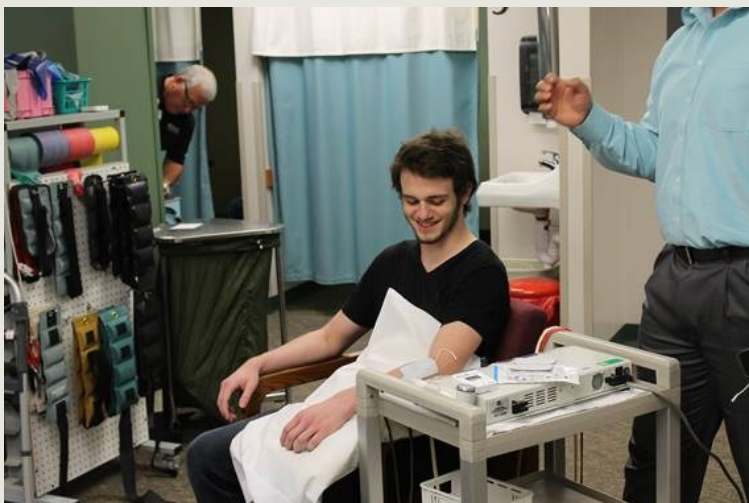
BOONE COMM. SCHOOL  
AUGUST 16, 2016



REMAX OGDEN SEPTEMBER 27, 2016



## ■ HIGH SCHOOL TOURS



Thanks to our participating businesses!

### Business Tour

905 Ink

APC

Boone Rehabilitation Services

### Agriculture Tour

Joe Busch Ag Repair

Beaver Creek Produce

Ledges State Park

*Thank you to Walgreens 1-Hour Photo for the donation of pictures for Ambassadors.*



## ■ BUSINESS AFTER 5



Thank you to everyone that came out and enjoyed October's Business After 5 at the Fareway Conference Center.

### September Business After 5 HY-VEE– NOVEMBER 9TH HY-VEE IN THE WINE & SPIRIT DEPARTMENT

## ■ CHAMBER BENEFIT

### KNOW YOUR CHAMBER BENEFITS #56: REFERRALS

Ring! Ring! That's the sound of the telephones in your Boone County Chamber of Commerce Office! Who is on the line? People from all walks of life, all age groups and every state calling throughout the year. We member business names and contact numbers in each instance. **Referrals** for member businesses are not only conducted by phone but also include web, email and in-office referrals.

We also receive requests for pamphlets and brochures to be mailed or to be picked up in person. Please bring us your updated brochures so your business may be referred in that manner.

*—Kris Blocker*



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## ■ CONVENTION & VISITORS BUREAU

### CVB HAPPENINGS

People visit our area attractions each year looking for different experiences. They come to see the car races, zip line through trees, hike to view fall foliage and much, much more. During their visit, many inquire about the other things they can do in our region.

Area attractions are in the unique position of guiding visitors to local shopping, dining and lodging options along with promoting the rich diversity of our region. We must recognize that a visit to our attractions is only part of the visitor experience. A delicious meal, a wonderful shopping excursion or a good night's sleep can all contribute to a memorable visit. Area attractions need to focus on the total visitor experience promoting all that is good in Boone County.

Let's continue to support each other so that we can attract new businesses and encourage people to live, work and visit Boone County.

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

## ■ NEWS IN A NUTSHELL

- **Pete Kostelnick**, a Boone native, smashed the previous record of running across the United States - 3,100 miles from San Francisco's City Hall to New York's City Hall - by finishing the run in 42 days, six hours and 30 minutes. **Congrats, Pete!**
- Have you ever considered hosting a **Business After 5**? We still have March, May, June, July, And December available for 2017. Spots are filling up fast so contact Kris at the Chamber of Commerce (515) 432-3342 or office@booneiowa.us
- **CONGRATULATIONS TO OUR NEW INCOMING SLATE OF DIRECTORS**: Bill Gebhart-Genesis Development, Amy Landas-US Bank, Doug Lau-Vision Bank, and Mark Schneider-Iowa Arboretum!
- **Fred Greiner**, President and Chief Operating Officer of Fareway Stores, Inc. becomes the newest Des Moines Area Community College Board of Trustees. **Congrats!**
- **Boone independent filmmaker Bill Gebhart's** award-winning experimental dramatic short film, "Remember," has garnered two Accolade Awards for Creativity/Originality and for Editing, a Special Screening Award from Top Shorts, two Los Angeles Film Awards for Best Editing and Best Original Score and the Audience Award at the Ames Art Walk. **Way to go, Bill!**

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# ■ BOONE AREA MERCHANT'S ASSOCIATION

## BAMA



The 2016 BAMA year is quickly coming to an end. While we will continue our Shop Boone Campaign, our final quarter "Boone for the Holidays" promotion is upon us. The Holiday team has been working very hard to come up with great ideas and art work for the promotion. Please take a moment to check out the holiday promotion [HERE](#). If you need assistance customizing your wish list, please contact Alyssa at the chamber or Carol at KWBG.

Kid's Day will be Saturday, December 3rd from 10am to noon. This is an opportunity for parents to shop locally while not having to worry about keeping an eye on those little ones always taking off and hiding in the clothing racks. Kids will be supervised and will enjoy snacks, crafts, and fun! Families are charged \$5.00 per child (potty trained to age 10). Parents who pay, then are given \$5.00 in Boone Bucks to use in participating stores. If you would like to take part and have your business's name and a customized special on the Kid's Day Boone Bucks, please contact Kathi at [Kathi@thestirlings.us](mailto:Kathi@thestirlings.us) or 515-432-0362. If you know of a group that would like to volunteer with the Kid's Day event, please contact Kathi as well.

Holly Larson, our retail representative on the Chamber Board will be taking our 2017 BAMA budget to the Chamber Board of Directors Meeting. Thank you to all who came to the budget planning meeting to work out the details. The past year has been very successful and we look forward to planning 2017. We welcome your input, energy, and ideas.

As always we encourage you to attend a BAMA meeting, the third Wednesday of each month at 7:30am in the chamber board room.

—Kathi Stirling, BAMA Chair  
Something For You Boone, Iowa

**MEMBERS1<sup>st</sup>**  
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CE Trivia Answer: 1995

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## ■ THE CHAMBER OF COMMERCE



### GREETINGS

BOONE COUNTY CVB &  
CHAMBER OF COMMERCE MEMBERS!

IT IS TIME TO PRODUCE THE 2017  
BOONE COUNTY VISITORS GUIDE!

**BOONE COUNTY**   
**IOWA**  
CONVENTION AND VISITORS BUREAU

We are happy to announce our new partnership with Lunar Cow Publishing, a firm specializing in destination marketing, for the **2017 Boone County Visitors Guide**! We are very excited about the opportunities that our new guide will offer to you! We'll not only print and distribute 10,000 copies of the Guide (one of our most important value-added pieces each year) but include an online **GoGuide** and a digital mapping tool for our advertisers called **iMap**. Ed, Steve or Danielle will be calling upon you soon and we look forward to seeing you in the official 2017 Boone County Visitors Guide!