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Express



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MEET THE TEAM

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CHAMBER STAFF

Kurt R. Phillips

Executive Director

Email: director@booneiowa.us

Kris Blocker

Mgr. of Member Services and CVB

Email: office@booneiowa.us

Programming and Events Questions

Email: events@booneiowa.us

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 NOVEMBER						
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

- 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 (Training for Warriors)

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




FARM BUREAU FINANCIAL SERVICES

Farm Bureau Financial Services
 Bill Benschopf
 1520 S. Story St.
 515-432-1435
www.fbfs.com

our mission:

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

WHATS THAT KNOCK AT THE DOOR?

That...is opportunity knocking. In the process of researching and developing a tiered program for membership, the Chamber staff evaluated programs successfully run by other chambers of commerce, or that fit with today's small business needs, and added those that best fit with our already impressive list of benefits available to our members. Check out these new opportunities for your business:

- **A Professional Development Grants Program** - The Chamber has set aside eight \$250 grants for our members to assist in helping you continue your education and professional development. Use the grants toward industry conferences, workshops or seminars.
- **(1) - :60 sec. EXPOSE video** - Video is where it's at when it comes to cutting through the clutter online. Our NEW EXPOSE' program provides a simple, yet effective way to build awareness of your company through :60 sec. video shorts
- **The NEW Chamber Express** - Beginning in 2020 the CE is going door-to-door in Boone, Madrid and Ogden. More than 7,150 homes and businesses representing nearly 20,000 county residents will receive our new 12-page magazine covering all things Chamber, Tourism and Economic Development, four-times per year. Issues will provide even greater visibility for our sponsoring advertisers, and the publication will still be available online at www.Boonelowa.us.
- **Social Media Spotlights** - We're expanding our member spotlights further into the digital realm by including them on our social media platforms such as Facebook, Twitter and Instagram. With a combined following of more than 6,000 this is another great way that we can shine a light on your business.
- **The COATTAIL program** - This program allows our largest investor members to 'carry' a small non-profit with which they align and offer a Basic membership to that organization. (Program available only to new non-profit members to the Chamber)
- **CEO Roundtables** - Two times per year Executive Director Kurt Phillips will host a CEO's roundtable to discuss the state of our communities and the local economy with you and other business leaders as part of this exclusive event. Lunch is included.
- **Exclusive Pre-legislative Luncheon** - This private event connects you with our state Senator and Representatives prior to the upcoming General Assembly, allowing you a prime opportunity to engage with these leaders in a more personal setting as they prepare for the next legislative session. Lunch/dinner is included.

As we embark on this important change in membership investment, the Chamber staff and board will be meeting with each of you to go over all of the benefits and tiers within the new system, and help you make the transition from our present FTE-based system. We'll also hold two "lunch-n-learn" sessions in the next few months to provide a forum for Q & A with our members (look for the dates and times in upcoming Boone County Brief email communications). As with any systematic change, budgets may need to be re-adjusted and business plans reconfigured. Have no worries. We're committed to spending the coming year to work with you through this transition.

- Kurt Phillips
Executive Director
Boone County Chamber of Commerce

Click here to get a
"first-look" at the entire
 list of benefits and tiered
 investment
 levels
 coming in
 2020 !



our vision:

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

President's Perspective

We all know that November brings a season for giving thanks. I mean, it's the name of a November holiday, for crying out loud! Most of the time, we save the thanks for our personal lives, not stopping to think about the many things we have to be thankful for in our businesses and careers. That seems a bit strange, as we spend the majority of our waking hours at work. Also, giving thanks can be a great method of strengthening business relationships, extending goodwill, and re-establishing your brand as one customers can trust. So who might you want to say "thanks" to this season? I am so glad you asked.

Customers. This should be a no brainer. Customers and clients are the heart of what you do. Without them, you'd have no business. There's no time like now to show a little gratitude.

Employees. No one likes working for a company that takes them for granted. Saying "thanks" to employees can cement your long term working relationships and ensure you've got yourself a loyal workforce that really realizing its potential. That's good for them, good for you, and good for business.

Industry Colleagues. In the world of business, networking and referrals can make all the difference between moderate success and really thriving. Saying thanks will increase goodwill, as well as the likelihood of receiving more referrals down the line.

You. You know that business you started? Here's a little secret: it wouldn't be around with you. That's your vision, your marketing and networking, your determination and your drive pumping life blood through your company's veins. Find a way to thank yourself! Saying thank you is as good for business as it is for the mind, heart and soul. Make a list of who is most deserving of your thanks in our community and start brainstorming ways to show it. If you love your community, it will love you back! Happy almost-Thanksgiving!

—Bill Gebhart
Genesis Development/ Bill Gebhart Projects



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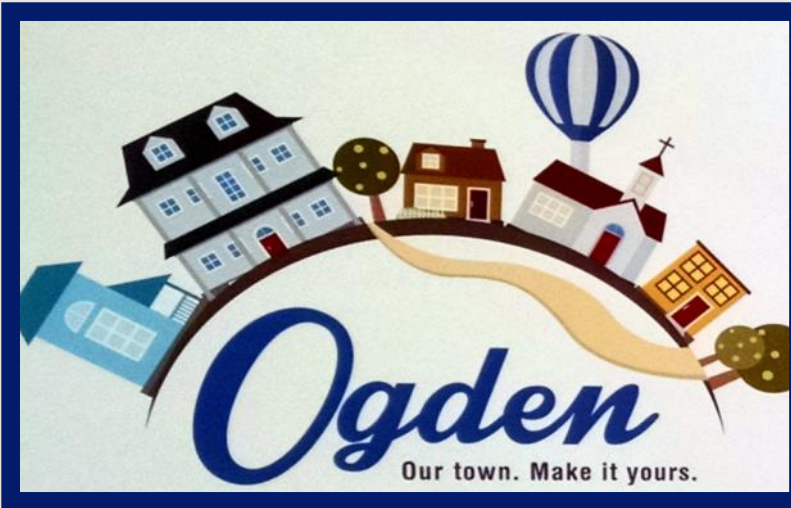
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With the weekend fire that destroyed the Ogden Mart grocery store on Walnut Street comes some significant decisions for both the store owner Rup Khanal and the community as a whole. It was just October of last year when the former Clark's Food Mart closed until Mr. Khanal reopened it as the Ogden Mart earlier this year. The Boone County Chamber and Ogden Ambassadors celebrated its ribbon cutting in January. According to a story in the Ogden Reporter the community has supported a local grocery store for well over 100 years and has shown an outpouring of support for Mr. Khanal. As of Wednesday the 6th Walnut Street was still blocked off to traffic and the fire was still smoldering under the pile of bricks with investigators keeping the public away until a thorough investigation can be conducted on it's cause.

Madrid's Christmas Extravaganza has been set for Saturday, December 7th with a visit from Santa Clause kicking things off at City State Bank in the morning, a vendor fair in the Madrid elementary Gym and a Christmas Tree Auction at the public library. MAC is hosting an "Ask for Fiber" event to encourage citizens to support fiber optic service installation for the community. The event will be held at the Madrid Evangelical Free Church from 9am to 10:30am this Saturday.

Our business lending solutions may help you take your business to the next level.

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Hi, my name is Nichole Timmerman and I am the Boone County Chamber of Commerce's newest intern. I am a Senior this year at Iowa State University and will be graduating in May with a degree in Advertising and Business. Originally from Minnesota, I like to spend my free time on the lake fishing, swimming, and skiing. I also enjoy listening to music, traveling, and spending time with my friends and family. My dog, Bodhi, and I are both hiking and nature enthusiasts as well as avid Netflix and movie watchers. Fun fact, Bodhi is named after my favorite actor, Patrick Swayze's character in the 1991 film, Point Break.

During my time here as an intern, I look forward to learning about what it is like to work in a professional setting while contributing to the many great things Boone County Chamber of Commerce does for the community.

2020 Boone County Leadership Program

Ronald Reagan once said "The greatest leader is not necessarily the one who does the greatest things, he is the one that gets people to do the greatest things." Being a leader does not always mean being "out in front", but it does mean being willing to work with others to accomplish shared goals. To that end, leaders are usually those people who are the most informed, and thus, most comfortable getting involved in making important decisions on behalf of their organization. **And that...is what the Boone Leadership Program is all about.**



Started by the Chamber more than thirty years ago, the Boone Leadership Program is all about knowledge as power. You'll go inside the walls of Boone County business and industry to see and experience what local innovation and entrepreneurialism looks like. You'll gain a clearer and more in-depth understanding of how government operates to serve its citizens, from commissions and boards, to the processes of councils, courts and county departments. We'll expose you to the resources that exist to serve the health and human needs of the residents in our communities. And we'll open your eyes to the term "quality of life" and "quality of place" with an up close and personal visit to amazing tourism and recreational sites. Our six modules also include the changing needs of Education and powerful impact of Agriculture on our local economy. The Leadership Program is interspersed with presentations by local experts and keynote speakers. Along the way you'll gain an historical perspective and you'll network with other professionals who have the same desire to learn more about where they live.

It is an eye-opening experience and one that previous leadership classes will tell you remains with you long after the program has completed. The Boone Leadership Program runs mid-January through March 2020 with eight memorable evenings of experiences. (Specific dates will be announced soon). Space is limited to fifteen (15) local professionals. So go to page 15 in this issue of the Chamber Express to get a Boone Leadership sign-up form.

Business After Hours

November

6

Hy-Vee Wine & Spirits
(1111 8th St.)
4:30pm-6:00pm



BAH – October 22 (Fareway Meat & Grocery)



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Boone & Ogden Ambassadors



Les's Auto • October 1, 2019



McDonald's • October 10, 2019



Boone County Historical Society • October 15, 2019



Child Care Junction • October 22, 2019



Jo's Haircuts • October 17, 2019



RE/MAX Beacon Realty • October 17, 2019

BOOST. LEAD. CONNECT



Ed Bacon Jr and Helen Bacon began the family jewelry business in January of 1960 in Perry. They purchased their second store in Boone in 1968. Ed Bacon III who is currently president of Bacon Jewelers, joined the business in 1972. Carol Bacon joined in 1975, and Ed Bacon IV the third generation in the Bacon family business joined in 1999.

For 57 years their loyal customers have put their trust in them and have depended on them for personal service and genuine care.

Each year a member of their staff travels to Antwerp, Belgium, to purchase the finest diamonds at the best possible prices from the largest selection of diamonds in the world.

For many years, the store has been associated with a jewelers buying group with more than 700 stores throughout the United States. Their membership in the Retail Jewelers Organization enables them to view the latest trends and purchase fine jewelry at the best prices.

They host an annual remount show and diamond show in the fall to offer their customers the largest selection of quality merchandise from our manufacturers. We offer customers a current selection of quality jewelry and gifts from around the world at competitive prices. They also offer bridal registry including Waterford, Lenox, Noritake and Mikasa china and crystal. Other valuable services include jewelry and watch repair, engraving and appraisal service. They offer their own interest-free credit plan, to help their customers with major purchases.

In the future they will continue to make their customers their top priority. Their goal is to do things right so they can warrant their customers loyalty and continue to serve the Boone area for another 57 years and beyond.

1217 SE Marshall St | Boone, IA | 515-432-6079 | www.baconjewelers.com

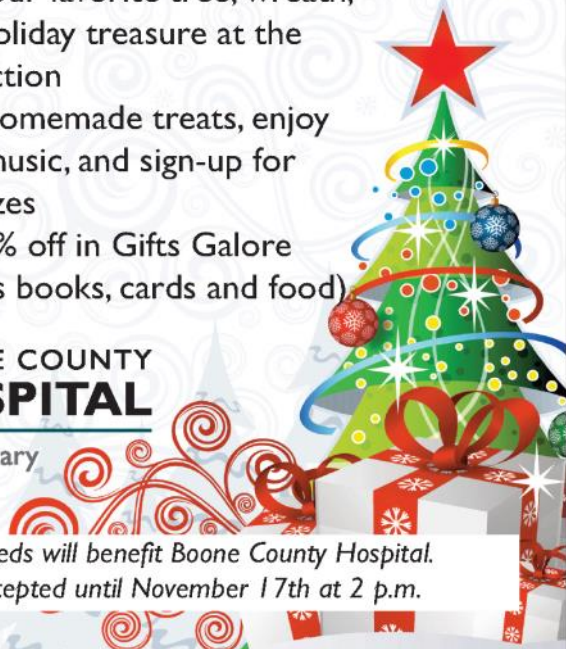
Trees and Treasures Holiday Festival 2019

November 16th, 9 a.m. to 3:30 p.m.
November 17th, 11 a.m. to 2 p.m.
Boone County Hospital Atrium

- Bid on your favorite tree, wreath, and/or holiday treasure at the silent auction
- Sample homemade treats, enjoy holiday music, and sign-up for door prizes
- Enjoy 20% off in Gifts Galore (excludes books, cards and food)



Auxiliary



All proceeds will benefit Boone County Hospital.
Bids accepted until November 17th at 2 p.m.

Falling Loan Rates

Ask a lender about rates today!

Offer ends 11.1.19



Boone • 515-432-2028

Chamber Benefit

EMAIL UPDATES

We'll keep you in the loop with email updates for events, meetings, and other important community information.

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

Board of Directors

The Board of Directors of the Boone County Chamber of Commerce has recommended the following slate of candidates for 3-year directorships beginning January 1st, 2020:

- Mike Salama - Salama Greenhouse and Floral
- Brian Reimers - City of Ogden
- Gregg Williams - Nerem & Associates Realty
- Kelsey Gribbins - VisionBank (Ogden)

Nominees will be formally approved at the November 2019 Board Meeting.



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CVB Happenings

Crossing Boone County

Did you know we have a famous highway crossing Boone County? **Lincoln Highway** was the first major transcontinental highway between New York and San Francisco. Opening in 1913, Lincoln Highway stretches 3,400 miles and was established to meet the growing needs of a small but growing number of car owners during the early part of the 20th century. What makes this roadway unique is that it is not your normal highway but a collection of roads that join communities. The highway passes through 14 states, 128 counties, and more than 700 cities, towns and villages. There are many interesting attractions and businesses along the route that cater to travelers.

Like the railroad, Lincoln Highway connects the communities of Boone and Ogden. The rails and roadways continue to be an important part of Boone County's history.

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



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Gift



BOONE COUNTY CHAMBER CHECKS

Supporting local merchants this holiday season is a great way to help maintain the character of our unique communities. More dollars spent locally means our merchants can continue to grow their businesses and provide goods and services our residents need and want. Boone County Chamber Gift Checks can be bought in any denomination and are redeemable at all chamber member businesses. For more information and a complete list of participants visit: www.booneiowa.us.

Boone Family

Zach Weisbrod, D.C.

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515-432-9525



O'Brien Family

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CHRISTMAS IN PARADISE

Holiday Lighted Parade & Tree Lighting

December 5, 2019
7pm | Downtown Boone
5th to 9th Blocks of Story St.

Entry forms can be found at
www.booneiowa.us

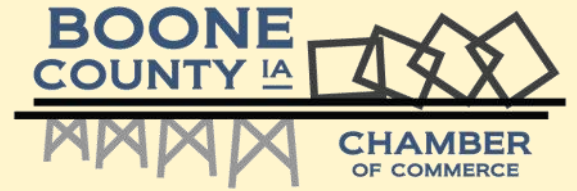
Registration deadline is
December 2, 2019.



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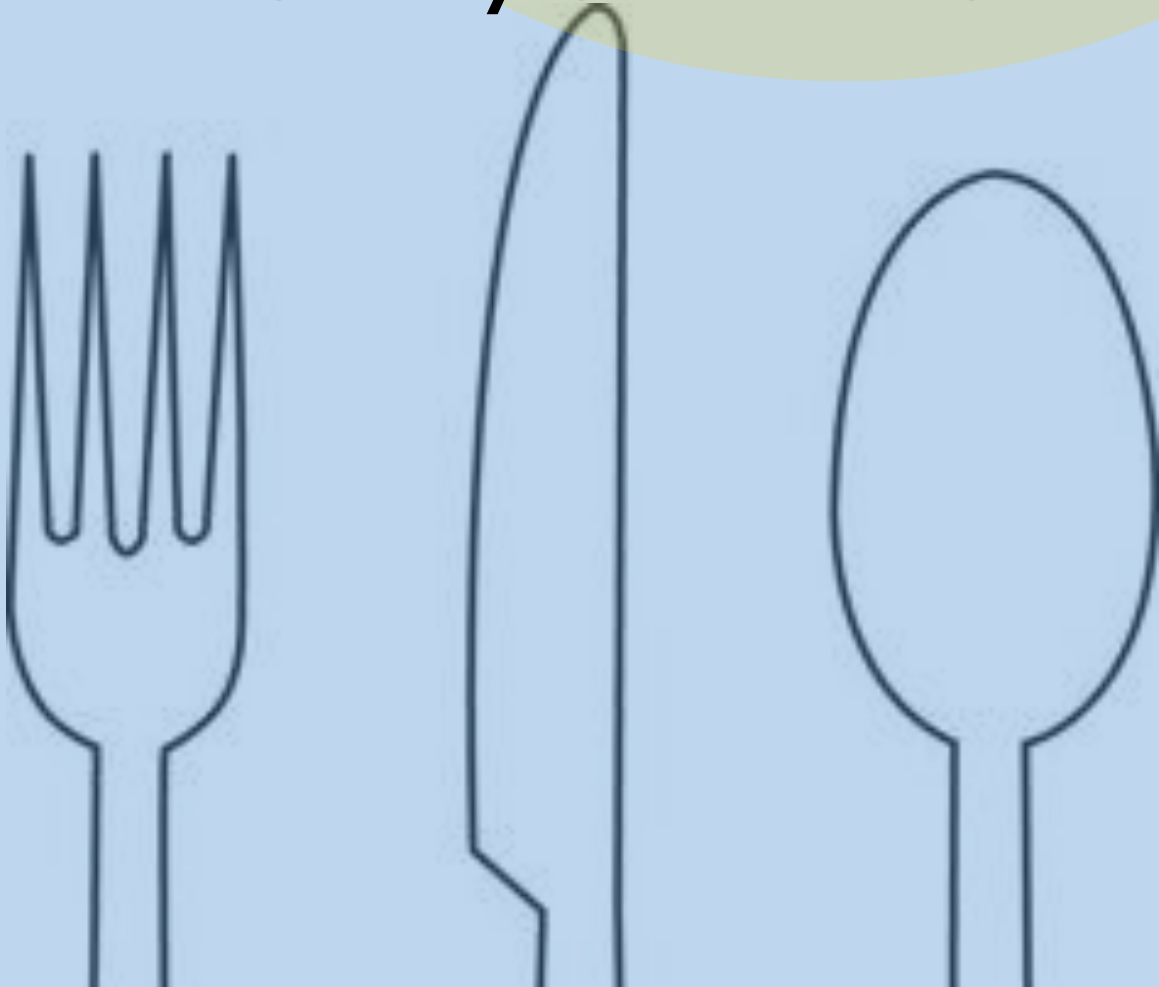


Join us to hear the details on the new tiered dues investment! RSVP to Kris at office@booneiowa.us

November 20th or December 11th

From: 12: 00 – 1: 00 PM

Boone County Chamber Office





*The 2020
Boone Area Leadership
Program*

The Boone Area Leadership Program dates will be _____
Tuition: \$450– Covers cost of program and meals.

If you are interested in enrolling in the 2020 Boone Area Leadership Program or would like to nominate a candidate, please fill out the form below and send to:

**Boone County Chamber of Commerce
Attn: BOONE AREA LEADERSHIP PROGRAM
903 Story Street
Boone, Iowa 50036**

Boone Area Leadership Program 2020

Name: _____

Position: _____

Company: _____

Business Address: _____

Business Phone #: _____

Email: _____

Home Address: _____

Home/Cell Phone #: _____

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Boone Holiday Open Houses
Saturday & Sunday
November 9th & 10th

Boone Holiday Lighted Parade
Thursday, December 5th | 7pm
Parade takes place on Story St from 5th to 9th,
followed by the lighting of the community Christmas Tree

Santa's Workshop
Saturdays
November 9th through December 21
10am to 12pm
Visit Santa in his workshop on the corner
of 8th and Story St. (Boone)

Ogden Christmas on Main
Saturday, December 7th

Madrid Christmas Extravaganza
Saturday, December 7th



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