

The background of the entire page is a photograph of an industrial facility, likely a grain elevator or processing plant, silhouetted against a vibrant sunset. The sky is filled with horizontal bands of orange and yellow clouds, with the sun itself appearing as a bright, glowing orb on the right side of the horizon. The industrial structures consist of several large, cylindrical storage tanks and silos connected by a network of pipes and walkways.

# bic

## Boost. Lead. Connect.

A News Journal of the Boone County Chamber of Commerce,  
Convention & Visitors Bureau, and Economic Growth Corporation

APRIL/MAY/JUNE 2020



# Boost. Lead. Connect.

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## CONTACT US

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Phone: 515.432.3342  
[events@booneiowa.us](mailto:events@booneiowa.us)

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[www.VisitBooneCounty.com](http://www.VisitBooneCounty.com)  
[www.PufferbillyDays.com](http://www.PufferbillyDays.com)



## Grow with Google

Hosted by the Boone County Chamber Of Commerce

Help grow your business with FREE live streams presented by Google, hosted by the Boone County Chamber of Commerce. Light hors' d'oeuvres and beverages will be served

### May 6th, 11-noon

National Small Business Week Livestream

Celebrate National Small Business Week by helping businesses in your local communities learn about SEO best practices, how to set up a free YouTube business channel, and getting found online with Google My Business.

### July 22nd, 11-noon

Digital Skills Summer School

Join us for our annual Digital Skills Summer School to learn about how digital tools can help you get organized, increase your productivity, and manage time more efficiently.

### October 14th, 11-noon

Annual Holiday Livestream Kick

Start your customers' holiday shopping season by marketing your business. We'll discuss how to get in front of your customers and showcase what you offer using Google My Business, Google Ads, and more.

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Help the Chamber help Small Business during the COVID-19 crisis

**Boone County Chamber**  
**Small Business Assistance**  
**Grant Program**

Go to:

[www.Boonelowa.us/chamber/small-business-assistance-grant](http://www.Boonelowa.us/chamber/small-business-assistance-grant)  
for more details on how you can contribute to the fund,  
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**SATURDAY**

**GIMIHK**  
GIMIHK'S STYLE IS QUITE DIVERSE INCLUDING COVER MATERIAL FROM BEATLES TO BRUNO MARS. THE BAND ALSO POSSESSES AN ARTISTIC FLAIR, HAVING SELF-RELEASED TWO ALBUMS OF ALL ORIGINAL MATERIAL INCLUDING "KINDRED PUPPET" IN 2008 AND "TRAVEL MY DIRECTION" IN 2010.

# from the desk of the director



## BOONE COUNTY NOT SO SLEEPY ANYMORE

The term “bedroom community” used to come with a stigma; that of being only a place to lay your head each night before you went back into the city for work each day. It intimated that there were no jobs to be had or places to shop, and because of that, no economic drivers or quality of life amenities.

After decades of resisting this moniker it may be time to embrace some version of Boone County life as just that, a comfortable place to live away from the stress and traffic of the metro. A little over a year ago the city of Boone commissioned Iowa State University Extension to conduct their Marketing Hometown America program. The goal was to ask key community stakeholders – professionals, educators, parents, students and the like - to determine the most redeeming qualities of living in Boone.

Some of the key outcomes included: convenient, short commutes, recreation/beautiful outdoors, low crime, educational opportunities, low cost of living and proximity to other services. Even though no targeted marketing plan has been instituted to share these discoveries with the world, suddenly, it appears living in this part of central Iowa has become one of the hottest new economic developments. Case in point: Since the start of 2018 the city of Boone has seen ninety (90) ninety



building permit applications for new housing, the most in a two-year span since the 1970's. Better yet, many of these applications are for neighborhood development and not just single-family units commissioned by individual buyers. One of those neighborhoods will be a Destiny Homes project constructing seventeen homes on a former trailer home site. Their SMART home concept targets young families and first-time home buyers, a key demographic for community growth, with prices ranging from \$200K to \$240K. Another success story is that of the rehabilitation of former school district properties, the latest being a planned project for eight new lots on the former Garfield Elementary School site. Along the Cedar Pointe Golf Course numerous townhomes have sprung up filling in lots that have stood vacant for the last fifteen years.

The good news on housing isn't just in the city of Boone, however. The largest neighborhood development project in the county will be the recently approved Tiger Run subdivision in Madrid. Thirty-seven single-family lots will be prepared on the city's northeast side by the Mid-Iowa

Development Group. Mid-Iowa's Jason Springer says that Tiger Run will also target homes prices in the mid-\$200K range. Their goal is to see the first new home built by early 2021.

The Census Bureau is back at it again, tabulating how many people actually live in Boone County as of 2020. Our past data would indicate we'll report the past decade as zero population growth. But, I am

here to tell you: there are many good qualities that make Boone County a great place to call home, not the least of which it's a wonderful place to lay your head at night, and home builders are beginning to realize the opportunity of this marketplace. Something tells me when the 2030 census comes around we might finally see the growth that has eluded us for so long.

- Kurt Phillips, Executive Director



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# presidents perspective

## KOSTELNICK'S LESSON FOR LIVING

You'd think that if you ran 3,067 miles across the United States, from San Fransisco to New York City, and then found the energy to run 5,300 miles from Kenai, Alaska to Key West, Florida (in less than 100 days!) you'd feel you pretty well accomplished about as much as you were destined to accomplish. But don't tell that to Pete Kostelnick.

Kostelnick, a Boone native, ultra-marathoner and current world record holder for the fastest crossing of the US on foot, provided the keynote address at the Chamber's 111th Annual Meeting on March 2nd, held at the Fareway Events Center at Cobblestone Inn & Suites. Mixed in between his presentation of amazing photographs and video from his running escapades, and his trademark dry wit and humor, Kostelnick's ultimate message was *"never reach your summit."* This is the idea that when you think you have gone as far as you can possibly go - push farther. This attitude turned an "OK" cross-country runner at Boone High School into one of the world's foremost distance runners.

Whether it is in your personal or professional life, seek the summit and then, if you should find yourself closing in on that peak, set your bar to a new height.

Jeanna Warrick  
Chamber Board President  
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# welcome new members

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### The Strength Shop

1504 So. Story Street  
Boone, IA 500036  
(515) 231-9828



### Community United Methodist Church

337 SW 2nd Street  
Ogden, IA 50212  
(515) 275-4015

## Individual

### Holly Larson

906 Southridge Drive  
Boone, IA 50036

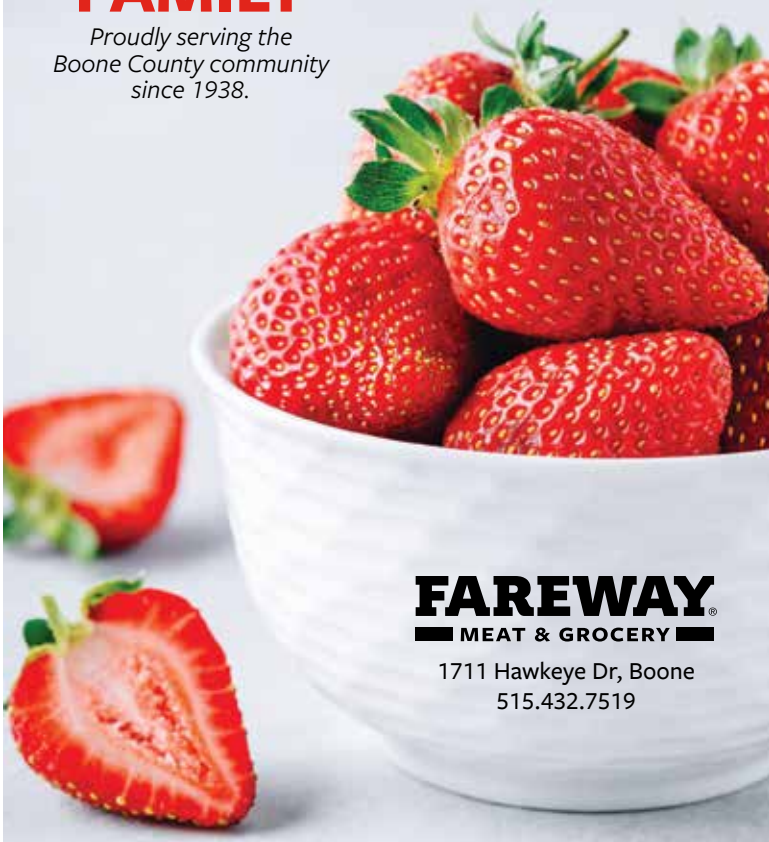


Is part of your marketing plan joining your local chamber? If not, you should consider leveraging the many benefits aimed at boosting your business. Contact Kris Blocker to learn how the Chamber can work for you!

**Kris Blocker**  
Manager of Member Services  
515-432-3342  
[office@booneiowa.us](mailto:office@booneiowa.us)

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# upcoming events

## MAY 28TH

### Chamber Golf Classic

The Chamber will host their annual Golf Classic on May 28th, 2020. To register as an individual or foursome please visit [www.booneiowa.us](http://www.booneiowa.us)

## MAY 6TH

### National Small Business Week Livestream

Celebrate National Small Business Week by helping businesses in your local communities learn about SEO best practices, how to set up a free YouTube business channel, and getting found online with Google My Business.

## JULY 22ND

### Digital Skills Summer School

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## OCTOBER 14TH

### Annual Holiday Livestream

Kickstart your customers' holiday shopping season by marketing your business. We'll discuss how to get in front of your customers and kick off showcase what you offer using Google My Business, Google Ads, and more.



**TIP:** Find tons of local events on our website at [www.BooneIowa.us](http://www.BooneIowa.us). Click on the *Events Calendar* in the navigation bar.



**BOONE COUNTY IA CHAMBER OF COMMERCE**

## 2020 Golf Classic

*Early Bird Special*  
 \$75 per person before April 30th  
 \$300 per foursome before April 30th

*After April 30th*  
 \$90 per person  
 \$350 per 4 some

Door Prizes, Raffle Drawings, Prizes for Top Teams, On Course Games and Activities, Win a Car in the Hole-in-One Contest, Lunch, and More!

Register at [www.booneiowa.us](http://www.booneiowa.us) or contact the Chamber at 515-432-3342.



## pay it FORWARD

Pay it forward 2020 is looking for volunteer groups to assist in our annual downtown clean up program. contact Alli at the Chamber (515)-432-3342 or [events@booneiowa.us](mailto:events@booneiowa.us) for more information.

**It's fun and easy!**  
 Chamber provides all cleaning supplies

**BOONE COUNTY IA CHAMBER OF COMMERCE**

# tourism & attractions



## COMITTEE MEMBERS

Mark Schneider, Chair  
- Iowa Arboretum

Andy Bartlett  
- Ledges State Park

Travis Stevenson  
- Boone & Scenic Valley Railroad

Donna Cottington  
- H&R Block

Rachel Erkkila  
- DMACC

## CONTACT US

Boone County Convention  
& Visitors Bureau  
515-432-3342  
office@booneiowa.us  
www.visitboonecounty.com



It's no secret tourism has come to a screeching halt. Ironically, I had attended a conference a few months ago and the prediction based on past curves were showing that our economy would go into recession later this fall. Little did we know it would come to a complete stop prior to the traditional tourism season beginning.

The definition for tourism according to the Webster Dictionary is; the activity of traveling to a place for pleasure. The business of providing hotels, restaurants, entertainment, etc., for people who are traveling. As we are practicing social distancing this is a setback for the tourism industry for the time being but know it won't

last forever. In the meantime, there are some things we can do to support our local small businesses and attractions, who are the backbone of our community! Take the time to write them a review, follow them on social media outlets, order season passes, donate not only monetarily but items you may no longer need, shop online, send a business a note just to let them know you are thinking about them and above all be kind. The Boone County Convention & Visitors Bureau will stay in front of target audiences we have recognized and once we are given the all clear we will start pushing to bring tourism back.

Better days are to come! And know the Boone County Convention & Visitors Bureau is still working for you! **#ExploreBooneCounty**

Kris Blocker, Manager  
Convention & Visitors Bureau

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## Boone County's Top 5...Windshield Views around Boone County

Boone County is the exception to the rule when it comes to Iowa being flat. These 5 scenic hotspots will give you a newfound sense of appreciation for Boone County's amazing topography. And the best part? You can see them all through your windshield!

**1. Juneberry Road** – Just north of the intersection of 208th Street and Juneberry Road, you'll see one of the most incredible views of the Kate Shelley High Bridge. Continue north on 208th as it drops into the river valley and you'll drive directly under the towering bridge.



**2. Backbone Hill** – Head north out of Boone on Nature Road. Turn left (west) on 155th Street. After



approximately 2 miles you'll be afforded one of the most expansive views of the Des Moines River Valley. After pausing for the view, you'll descend what's referred to



locally as "Backbone Hill"; a sharp, twisty, switch-back hill that drops you into the valley. Continue to follow this road west and you'll pass another famous landmark, "The Big Eddy", where some of the best river fishing in the county can be found.

**3. Twister Hill** – Crossing the Des Moines River Valley from either direction on 130th Street provides a great view of the valley and surrounding countryside, but the east hill gives this road its famous name. Scenes from the popular 1996 movie *Twister*, were filmed along this stretch of highway.

**4. Highway 210** – The river valley looks exceptionally wide here where Highway 210 crosses, just west of Madrid. In fact, when Saylorville Reservoir levels are high, the valley looks more like a lake than a river. For a unique view, cruise down this

highway just after dark and you'll see the famous High Trestle Trail bridge arches in all their lighted glory!

**5. Inspiration Point** (Ledges State Park) – In the summer of 1835, the 1st United States Dragoons, the country's first mounted infantry unit, led an exploratory tour through this valley. Captain Nathan Boone, the namesake



of Boone and Boone County, was a part of this historic march. (Note: The Canyon Drive at Ledges State Park is sometimes closed to vehicle traffic during winter and periods of high water.)

We want to see you at these scenic spots! Snap a selfie, family picture, or just the view you see through the lens, add it on your social media and include #ExploreBooneCounty and tag @BooneChamber or email to [office@booneiowa.us](mailto:office@booneiowa.us). On June 30 we will draw five lucky winners and award cash prizes for playing along. Better yet, you will have the beauty of Boone County engraved in your memory!

Have an picture on your iPhone, Android or camera that shows the awesome beauty of Boone County? Send us your best snapshots and we may just use it in an upcoming issue of

**Boost.Lead.Connect.**

Email your images to Alli Haney at [events@booneiowa.us](mailto:events@booneiowa.us)



# tourism & attractions

Businesses attract tourism, and tourism attracts business. The Farm Progress Show is slated to take place September 1-3 at the Central Iowa Expo site. With the great collaboration between these two CVB member organizations a lot of businesses in Boone County benefit from this major event.



## member shout-outs

### CONGRATULATIONS!

The Iowa Arboretum received the 2019 Community Support Award from The Boy Scouts of America, Mid-Iowa Council, Prairie Winds District for its support of Eagle Scout projects. Fifteen Eagle Scout projects have been completed over the past 8 years. In the picture from left to right: Erich Hites, Mark Schneider and Matt Hill.



### 2020 IS ALL ABOUT PARKS

This year marks the 100th anniversary of the Iowa state parks system. Make it a point to visit a state park in this the centennial year!

We'd love to celebrate your success with you and share it with Boone County!

If your business or a company employee has recently been recognized for excellence within your industry or across the community, let us know. Send your news release and photos to Kris Blocker at [office@booneiowa.us](mailto:office@booneiowa.us)



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Kruck Plumbing & Heating, President

Abby Howie, US Bank, Vice-President

Doug Thompson, Visionbank, Treasurer

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Sara Behn, Boone County Hospital

Gabe Bowers, Bowers-Digmann

Nate Cottingham, Bayer Crop Science

Margaret Liston, City of Ogden

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Nate Nerem, Nerem & Associates

Greg Piklapp, City of Boone

Jeff Putzier, Boone Bank & Trust

Ashley Redeker, Holly's/Modern Dress

Lane Shaver, City of Madrid

### Contact Us

Kurt Phillips - Executive Director

515-432-3342

director@booneiowa.us

903 Story Street, Boone, IA

[www.GrowBooneCounty.com](http://www.GrowBooneCounty.com)

## Schultz Laboratories Returns to Boone

If you had glanced north of US Highway 30 on the east side of Boone any time in the past year you may have witnessed a sizable new structure being erected in the RL Fisher Park. The 13,000 square foot smokey-colored building is the new home of Schultz Laboratories, the makers of White Diamond auto detail products. When it officially opened in November of 2019 it was something akin to homecoming. Schultz Labs last operated in Boone County some ten years ago, working from the basement of a downtown building near the Boone post office. Owner Kevin Wilson, who purchased the business back in the 1980's, moved it to a location in Granger, Iowa to acquire more room. The business continued to grow and by early 2018 he began his search to bring it back to the city of Boone.

Schultz Laboratories is better known to automotive enthusiasts as White Diamond, the makers of a number of auto detail products that are sold at the nation's largest auto parts chains as well as Wal-mart. Their greatest claim to fame is their metal polish. Director of Operations, Andrew Brown, said the facility will bottle nearly 300,000 units in 2020, with some product destined for Europe, Japan and Australia as well. The potential for growth is evident and the new facility has accounted for what may lie ahead in the future. As Brown puts it, "We're a small business doing big business."



## Our Mission

To Organize and Implement a Pro-active and Ongoing Plan for Economic Development with New and Existing Business in Boone County and the Surrounding Area



This page sponsored in part by a grant from ITC Midwest, a proud partner of the Boone County Economic Growth Corporation

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# economic development

## Economic Growth Corp holds first Career Fair

Boone County Economic Growth Corporation, in partnership with the Ames Chamber and EDC and Iowa Workforce Development, conducted its first career fair for local industry. The event was held on March 4th and attracted a packed house of local employers seeking their next hires. All in all thirty businesses lined the Fareway Event Center inside the Cobblestone Inn & Suites courting prospective employees that day from 10am to Noon. BCEGC Executive Director Kurt Phillips said, "We had been wanting to do a career fair for our local industry for quite some time and I'm glad we were finally able to pull it off. I think this is something we will continue to do in the future to help solve the workforce shortage dilemma."

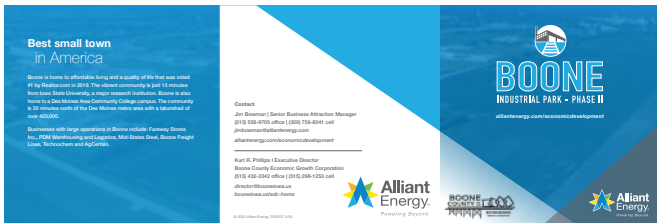


## Nittobo leadership visits Iowa

BCEGC Executive Director Kurt Phillips welcomed members of Nitto-Boseki's executive leadership when they recently visited the state capitol to meet with Governor Kim Reynolds and the Iowa Economic Development Authority. The company operates in the United States under the Nittobo America name and along with its Boone plant, has sister operations located in California and Maine.



## Alliant Energy Marketing Supports Boone County Certified Site



The Business Attraction team with Alliant Energy recently provided their design services to craft a new tri-fold brochure for the Boone Industrial Park - Phase II Certified Site.

## Huxcomm commits to Madrid operations

The city of Madrid's entry into gigabyte fiber optic service will come from a new relationship forged with Huxley Communications, better known as Huxcomm. City Officials and the Madrid Area Chamber have been investigating bringing fiber-to-the-home (FTTH) service to their community for the past two years, and recently employed a survey and sign-up events to gauge citizens interest in subscribing to the service. As part of this commitment Huxcomm plans to open an office in downtown Madrid to provide sales and service to residents.

A circular logo for the Eastern Star Masonic Home Wellness Center. It features a compass rose with the letters E, S, and O, and a central shield with a crown and other symbols.

**The Eastern Star Masonic Home  
Wellness Center**

Thank you for your patience while our  
Wellness Center opening has been  
delayed due to the COVID-19 crisis.  
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The logo for PDM, consisting of the lowercase letters "pdm" in a stylized, red, italicized font, with a red swoosh above it.

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