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# Boost. Lead. Connect.

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

JULY/AUGUST/SEPTEMBER 2020



# Boost. Lead. Connect.

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

\*Executive Committee



On Friday, June 25th, after many months of planning and preparation, including the consideration of extra measures to keep patrons safe during the festival, the Boone County Chamber of Commerce made the difficult decision to cancel the 2020 Pufferbilly Days<sup>TM</sup> celebration. We'd like to thank the many volunteers who worked with us to prepare for this year's event, and want you to know that we are committed to coming back strong in 2021.



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# from the desk of the director



## THE EVOLUTION OF RETAIL IS READY FOR MAINSTREET AMERICA

A history of the evolution of retail will someday surely include

several chapters on the steady growth of products and services purchased via the world wide web. The barriers and fears that may have previously stopped consumers at “add to cart” or “proceed to checkout” (like the inability to touch, smell, or sample a product) have now been largely mitigated by aggressive pricing and generous return policies. Virtual retailers have been cutting into the sales of our local stores for years and until recently, that online selling landscape was pretty much out of reach for the average main street retailer.

But for every action there is a reaction and two savvy “shop local” technoids have introduced a way to make having an e-commerce store not just

something for the Amazon’s of the world.

### The Partnership

The Boone County Chamber recently partnered with five other chambers across the region to create *Central Iowa Shop Where I Live*, a simple and easy to use portal that allows main street retailers and local providers to upload their products and services onto a shopping site dedicated to home-grown retailers just like them.

The *Shop Where I Live* concept is the brainchild of Cherie Edilson and her husband Robert who initially just wanted to help some local artisans in Marion, Iowa sell their crafts beyond the one-day festivals. Armed with a background in digital marketing and software development, their idea took off when they modified the idea into a digital marketplace for small business, allowing these businesses to compete with the previously aforementioned mega-retailers.

### Fast-forward to March of 2020

*Central Iowa Shop Where I Live*



really took root when the pandemic hit. Stores and restaurants were shuttered by state proclamations back in March of this year and the Boone County Chamber of Commerce knew it needed to find ways to help their members. With financial underwriting assistance from the Boone County Economic Growth Corporation the Chamber began offering this powerful, new benefit to its members free of charge, providing them with an opportunity to sell online at no cost or risk.

### Best of all – it works!

In just the first three months of 2020 *Central Iowa Shop Where I Live* generated more than \$10,000 in sales to participating merchants through its site.

Of course, *Central Iowa Shop Where I Live* isn’t just for main street retailers. It’s ideal for those who love to shop online! Check it out at:

<https://centraliowa.shopwhereilive.com/>.

If you’d like to see your business selling online contact the Chamber at 432-3342 or by email at [office@booneiowa.us](mailto:office@booneiowa.us).

- Kurt Phillips  
Executive Director  
Boone County Chamber of Commerce



The Chamber has made it FREE for all member businesses to list and sell their products and services online!

## A YEAR THAT NO-ONE WILL EVER FORGET

If you are like me, you wake up each day attempting to punch the “reset” button that will allow you to face the battle of the economic, mental and physical effects of the coronavirus pandemic, and the stresses of a country embroiled in turmoil over discrimination, political differences, and the derailment of our normal lives. 2020 is turning out to be a year no-one, including the history books, will ever forget.

So how do you navigate each day with hope that there is a better future? Maybe you turn to someone who likewise lived through a tumultuous past in history – Winston Churchill.

Winston Churchill is one of the most often quoted world leaders, having lived through arguably the most difficult era on record - World Wars I, II, and the Spanish Flu pandemic. Much of what he is reported to have said has been requoted by leaders who have followed in his footsteps and who have dealt with all manner of crisis. Churchill could capture in word a way of thinking positively in the midst of negativity and a counter-productive environment. Here are just a few gems that have been attributed to him:

“Success is not final, failure is not fatal, it is the courage to continue that counts.”



“The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty.”

“Attitude is a little thing that makes a big difference.”

Of course, inspirational quotes can only take you so far if you don’t take time to understand the meaning of the words and think about how they might apply to your life. As business professionals we are called to be leaders not just of our organizations, but of the communities in which we exist. All of

us are, in our own way, entrepreneurs whose fighting spirit has launched companies, or for whom we are employed, giving our very best to overcome thinner margins, rising costs and other challenges in the marketplace to ensure success.

Boone County Chamber member businesses represent some of the strongest foundations of our local economy and are the leaders that many around us are looking to for that “everything is going to be alright” sign.

COVID-19 doesn’t appear ready to release its grip. Racial tensions are as palpable today as they were several weeks ago. And with November elections still on the horizon there is plenty to occupy your mind. However, I encourage you to hit the reset button today and everyday moving forward, and leave you with one final Churchill quote:

“Never, never, never give up.”

- Jeanna Warrick, Board President  
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HOSPITAL**



1015 Union Street, Boone  
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### Chamber’s 2020 Boone Leadership Class Dedicates Food Pantry Boxes for Madrid and Ogden



Several members of the Boone County Chamber of Commerce 2020 Leadership Class were on hand at ribbon cutting ceremonies held in Madrid and Ogden this past month to dedicate new food pantries for those communities. The pantries are stocked with non-perishable food items that are FREE to the public.

Shown above is the pantry located in front of the Madrid Public Library.

# welcome new members

## Businesses



El Valle Meats & Groceries Market  
704 Story St  
Boone, IA 50036



Availa Bank  
1530 S. Duff Avenue  
Ames, IA 50010  
515.233.2033



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

pay it  
**FORWARD**

what is...  
**PAY IT  
FORWARD?**

**PAY IT FORWARD is a**  
downtown clean-up program initiated by the Chamber in 2015 that  
coordinates supplies provided by the City of Boone Public Works  
Dept., and a simple plan to remove trash and eradicate weeds in  
an effort to maintain a welcoming environment in the core business  
district.

**HOW CAN YOU HELP?**  
Form a small group of four to six people, pick a weekday and time  
that works for you, and the Chamber staff will coordinate the rest!!

**CONTACT**  
US: [events@booneiowa.us](mailto:events@booneiowa.us)  
515.432.3342

**BOONE COUNTY**  
CHAMBER OF COMMERCE

COVID-19 has certainly put a dent in the list of events that normally fill the summer nights and weekends in Boone County.

But we'll do our best to keep you in the loop on those still on the docket. Please feel free to reach out to us here at the Boone County Chamber of Commerce/Convention and Visitors Bureau with any questions regarding events. Call (515)-432-3342 or email us at [events@booneiowa.us](mailto:events@booneiowa.us)



Find local events  
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# tourism & attractions



## COMMITTEE MEMBERS

Mark Schneider, Chair  
- Iowa Arboretum

Andy Bartlett  
- Ledges State Park

Travis Stevenson  
- Boone & Scenic Valley Railroad

Donna Cottingham  
- H&R Block

Rachel Erkkila  
- DMACC

## CONTACT US

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



## When you're ready, our doors are open!

Many of our local businesses and attractions are opening their doors to welcome back guests. Boone County has some of the best

outdoor recreational opportunities around and supporting businesses in the state of Iowa. You do not need to travel far. Our businesses and attractions are ready to serve you. Visit [www.VisitBooneCounty.com](http://www.VisitBooneCounty.com) to help plan your next adventure.

What can you do in Boone County? You can camp, float, boat, fish, golf, hike, fly, and bike to name a few outdoor activities. You can shop, eat, and visit our local communities and enjoy our extensive park system. The quality of life in Boone County is second to none. Had a great experience? Then, share it on our new Facebook page at

[Facebook.com/VisitBooneCounty](https://www.facebook.com/VisitBooneCounty)

Use the hashtag [#VisitBooneCounty](https://www.instagram.com/VisitBooneCounty) for a chance to win a valuable gift certificate. Need a few ideas for your next outing? Please feel free to call me and I'll help you plan your next staycation. You can reach me at (515) 432-3342 or by email at [office@booneiowa.us](mailto:office@booneiowa.us).

The doors are slowly swinging back open, so make some great memories this summer in Boone County!

- Kris Blocker  
Manager

Boone County Convention  
and Visitors Bureau



**Our Mission: Telling Our Story of Outdoor Recreation and Historical Treasures in Boone County, Iowa**



**FARM  
PROGRESS  
SHOW® 2020**

## Farm Progress Show Announces Cancellation of 2020 Event

Citing the rapidly changing conditions across the US with the spike in COVID-19 cases, Farm Progress Show Companies announced on Monday, June 29th that the show would not be held this year in Boone County.

The Farm Show is the largest of its kind in North America and regularly draws attendees from overseas and across the nation. The show's Events Manager, Matt Jungmann, stated simply that "our community's safety is our priority, always."



## Top 10 Outdoor Recreation things to do in Boone County

*Being outdoors and staying active are great ways to keep your mental and physical health and well-being during this unprecedented time. So here are ten ways to enjoy time outdoors in Boone County.*

### Bike, Walk or Run Trails

With miles of dedicated paved trails there are lots of places to see and explore. Haul your bike or rent from Trailside Rentals to experience the High Trestle Trail and Bridge. The Iowa Arboretum has 3+ acres of beautiful, nature-enveloped pathway.



### PUBLIC GARDEN

#### Kayak

Want a peaceful way to spend the day relaxing? You can rent kayaks from Seven Oaks Recreation or bring your own to paddle the Des Moines River or Don Williams Lake.

#### Hike

If you are looking for a hike off the paved path check out all the nature trail hikes in Boone County. Whether you want a casual hike or a more challenging path, Ledges State Park offers both.

#### Golf

Many options are available with 27 holes of golf within minutes from your home. Featured are two 18-hole layouts. Cedar Pointe Golf Course is one of Iowa's oldest golf courses offering a unique round of golf in the heart of the city of Boone. Honey Creek, nestled in the beautiful trees and rolling hills along the Des Moines River Valley, appeals to golfers of all skill levels and abilities. Boone County Conservation manages a 9-hole course at Don Williams Recreation with scenic views of the lake.

#### Tube Float

Let Seven Oaks Recreation do the hard work taking you and all your equipment to and from the river. Book your trip today!

#### Fish

The fishing in Boone County is sure to please everyone from the beginner to experienced angler. The Des Moines River has a number of species as does the Don Williams Lake.

#### Public Garden

The Iowa Arboretum, located on 160 acres in Boone County's Des Moines River Valley, showcases hundreds of species of trees, shrubs and flowering plants in a tranquil setting. Special events and educational programs are offered throughout the year.

#### Picnic

There are many shady, comfortable,

family-friendly parks around Boone County; from Lincoln Prairie Park in Ogden to Edgewood Park in Madrid and more than a dozen covering hundreds of acres within the city limits of Boone.

#### Geo Caching

100's of caches await to be found in Boone County. Spend the day looking for hidden treasures. Geo Caching is a fantastic family activity that allows parents to just be one of the kids!

#### Canoe

Watch Seven Oaks Recreation Facebook page to see all the fun adventures happening in a canoe this summer.

*Get out and enjoy some fresh air at one of these great outdoor adventures in Boone County today!*



### GEO-CACHING



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



# tourism & attractions

## TOURISM MEMBER SPOTLIGHT

Businesses attract tourism and tourism attracts business. The Boone County Fair is slated to take place July 16-19, 2020 at the Boone County Fairgrounds. Although the fair plans are moving forward as normal, the fair board is taking extra precautions to ensure the health and safety of all fairgoers. For a complete list of Boone County Fair events and activities, or to purchase tickets, visit the fairs website at [www.boonecountyfairia.com](http://www.boonecountyfairia.com).



## member shout-outs

Congratulations to Central Iowa Impact for being awarded the **Best Gun Range** in the state of Iowa.

Central Iowa Impact was recently recognized as the Best Gun Range in the state of Iowa by *keep-gunssafe.com*, an online gun safety resource. The site lauded CII for its quality shooting range and its expertise in "training, coaching, firearm sales, and gunsmith services." CII was founded by Matt Halsrud and his wife Shannon in 2014 and is located in the RL Fisher Park, just off Cpl. Roger Snedden Drive in Boone.



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)



## Officers

Chad Houston,

Kruck Plumbing & Heating, President

Gabe Bowers, Bowers-Digmann,

Vice-President

Doug Thompson, Visionbank, Treasurer

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Cody Bowers, US Bank

Nate Cottingham, Bayer Crop Science

Margaret Liston, City of Ogden

Bill Zinnel, Boone County Supervisor

Nate Nerem, Nerem & Associates

Greg Pklapp, 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)

## Midland Power Nears Completion of New Office

What's that building their putting up on the south side of Highway 30?" Maybe the most often asked question in recent months has been directed at a spectacular new office building being constructed just south of US Highway 30 on South Story Street in Boone.

So, what is it?

Midland Power Co-operative is relocating much of its management staff to Boone and into a brand new 12,000 sq. ft. building. The company, which provides service to customers in seventeen Iowa counties, has been headquartered in nearby Jefferson for most of the past 83 years.

However, the power cooperative has continued to grow its footprint and service territory and felt it necessary to re-center much of its key operations to Boone to be

more accessible to its field technicians and to a location that is within 20 miles of nearly 45% of its co-op members. The Boone site plans include the construction of Midland's training field in early 2021 where their field technicians will meet regularly in order to keep abreast of the latest safety protocols. Midland Power also anticipates other REC's across the state to come to Boone to utilize this state-of-the-art facility.

Aside from Boone County Economic Growth Corporation's role in assisting Midland with the site acquisition, the city of Boone played a key role in extending services to the Midland project.



## 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



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# economic development

## BCEGC Launches Restaurant Recruitment Campaign

Armed with data culled from a Retail Gap Study and a community survey commissioned by the Boone County Chamber of Commerce project, the Boone County Economic Growth Corporation is launching a targeted advertising campaign in the hopes of attracting a new restaurant to the city of Boone.

Iowa State's Department of Economics and the school's Community Development Data Information and Analysis Laboratory (CD-Dial) compiled the reports in the latter part of 2018, the results of which showed that the Boone

marketplace was underserved when it came to the prepared foods industry. The campaign, which will also tout a cash incentive from the city of Boone's new **Revitalize Boone Downtown Business Grant**, will appear in the Iowa Restaurant Association's 2nd quarter *Food & Beverage Iowa Business Quarterly* distributed to its 6,000 members. The goal is to spark an interest in Iowa restaurant owners, managers and chefs to consider developing a new dining concept, or bring an existing family-style eatery to Boone.

Revitalize Boone Downtown grants are also available to any entrepreneur interested in locating into Boone's core business district.



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\*Based on 2018 Retail Gap Study and ISU/CD-Dial Survey

BOONE COUNTY ECONOMIC GROWTH CORPORATION

Contact: Kurt Phillips | 515.432.3342 | director@booneiowa.us

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## KRUCK RETIRES



June 30th officially marked the end of a storied career and the departure one of the namesakes of a Boone institution. After fifty years building the family business of Kruck Plumbing and Heating, Steve Kruck has finally folded up his drafting table and retired. Current KPH President Chad Houston calls Kruck "dedicated and passionate not only to his employees but the Boone community and the construction industry." BCEGC Executive Director Kurt Phillips noted that "Steve was also actively involved in economic development and has always been one of the area's biggest supporters of business attraction and expansion." Kruck started his career at KPH in 1971 and helped grow the firm to more than fifty employees.



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The Boone County Chamber's **Small Business Assistance Fund** has been created to provide financial support specifically for Boone County businesses\* during the current economic crisis. Grants of \$500 are available to help local goods and services providers most threatened by disruptions or mandated closures of their operations. \*Businesses need not be a member of the Chamber in order to receive a grant.

For more information or to request an application contact:

**KURT PHILLIPS, EXECUTIVE DIRECTOR**  
BOONE COUNTY CHAMBER OF COMMERCE  
P. 515.432.3342  
E: [DIRECTOR@BOONEIOWA.US](mailto:DIRECTOR@BOONEIOWA.US)