

July/August Newsletter

2014 EXECUTIVE BOARD

Chamber Officers

President Scott James

Vice-Pres..... Bryce Amos

Secretary Dan Crum

Treasurer Janie Norton

Executive Board Members

Steve Danielson 12.31.2016

Stephany Goodhue 12.31.2016

Roger Kerndt 12.31.2015

Andrew Lent 12.31.2017

Matthew Monson 12.31.2017

John Sinclair 12.31.2015

Scott James 12.31.2015

(Ex-Officio)

Executive Director

Barbara Rasko 515. 402-1008

BarbaraRasko@carlisleiachamber.org

515.961-7715 Fax

P.O. Box 487, Carlisle, IA 50047

Mark Your Calendar!

July

- 3 & 4 Carlisle 4th of July Celebration
- 12 – Park Tour and Wine Tasting
- 14 – Chamber Meeting
Lunch at Kearney's
- 22 – 27 Warren County Fair
- 25 – Breakfast Buffet, Randleman House
- 30 – Carlisle After 5 at Peoples Bank
- 31 – Deadline for Operation Backpack Supplies

August

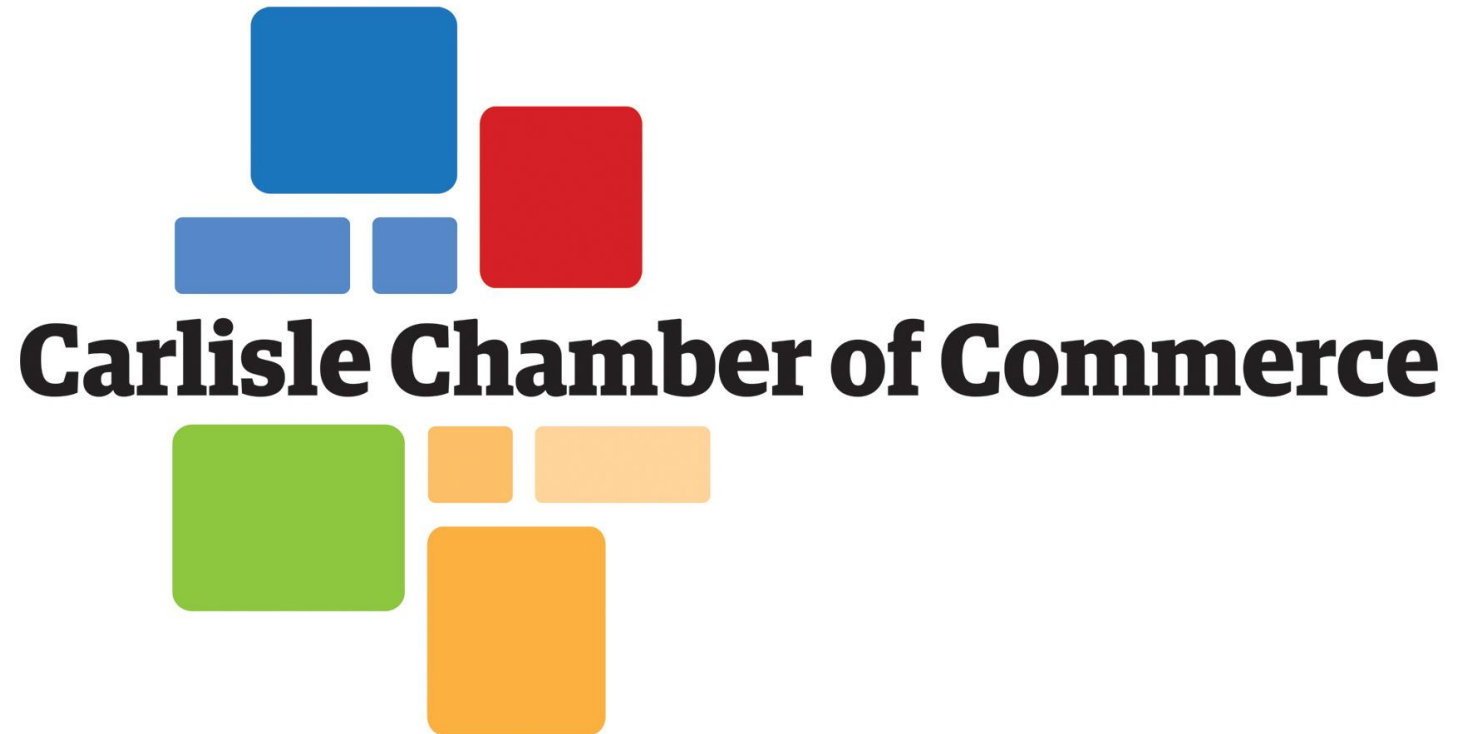
- 10 – Teacher Appreciation Breakfast
- 11 – Chamber Meeting
- 22 – Chamber Golf Outing
- 22 – Breakfast Buffet, Randleman House
- 30 – Warren County Farm Tour

Be In The Know

- New Carlisle Chamber of Commerce logo
- Middle School Students Identify Triumphant Leadership Skills
- Goldsberry Giraffix
- 4th of July Parade Sponsored by Chamber
- Freedom Self-Storage 24/7
- Back Alley Smokehouse
- Operation Backpack
- 4-H Winners
- Hollie Askey, Executive Director, WCEDC
- Learn|Grow|Succeed
- Warren County Leadership Institute
- Free Business Coaching
- Chamber Annual Dinner, January 16

The Carlisle Chamber of Commerce's new logo conveys a sense of businesses supporting each other, individual businesses connecting to network, collaborate and cooperate, and members taking a path to success to grow their own businesses and the Carlisle business community. The role of the chamber is represented in providing support, resources. and leadership for members.

The logo represents the board's mission and vision statements with the commitment to growing and supporting businesses and the community. The fresh new logo, designed by Geri Seiberling at etc!gaphics, inc., uses colors that coordinate with the City of Carlisle logo.



Triumphant Leadership Skills Identified and Practiced by Carlisle Middle School Students

- Dr. Brandon Eighmy brought three students from the Carlisle Middle School to speak to the members at the regular chamber meeting on June 9th.
- During their before school sessions, the students identified these leadership skills and then focused on building and sustaining a Positive Attitude, Listening Skills, Fearlessness, Purpose, and Perseverance.
- Dr. Eighmy said, “The students already have these skills built into who they are – our goal was to assist the students in accessing their leadership abilities and then to sharpen those abilities. We are fortunate to have such amazing kids at Carlisle!”

Goldsberry Giraffix Ribbon-Cutting

June 9, 2015



Goldsberry Giraffix Delivers Logoed Promotional Products That Work!



Speaking to Chamber members at the regular June meeting, Connie Goldsberry presented facts from the Advertising Specialty Institute regarding the effectiveness of advertising specialty products.

- 89% of consumers could recall the advertiser on a promotional product they received in the past 24 months.
- 52% of respondents did business with the advertiser after receiving the promotional product.
- 81% of promotional products were kept because they were considered useful.
- The most memorable and frequently used promotional product is a writing instrument. A single writing instrument is used 18.2 times per month. 68% of consumers in the Midwest own a logoed pen.

The Grand Marshall for Carlisle's 4th of July Parade is Iraqi and Afghanistan veterans. They were invited to walk in the parade with this truck, painted in their honor, by the Ruan Company.



Freedom Self Storage 24/7 Ribbon Cutting June 30, 2015





Freedom Self Storage 24/7 is a Secure Storage Facility with Access Whenever You Want

Storage:

Whether you need to clean out your garage to protect your car from harsh winter weather or you're remodeling your home, rely on our climate-controlled units to store your belongings.

Unit Sizes:

5' X 5' to 20' X 45'

Features:

- Drive-up Access
- Automated Gates with Security Code Entry
- Fully Lit
- 24/7 Access & Video Surveillance
- Local Police surveillance for your protection
- Recreational Vehicle (RV) Units with Electric Power Supply

U-Haul:

- Trucks for round trip
- Drop Off Location

Freedom Self-Storage 24/7 is located at 3000 Gateway Drive in Carlisle.

(515) 809-1018

<http://freedomselfstoragecarlisle.net/>

Back Alley Smokehouse Ribbon Cutting

8:00 a.m., Thursday, July 2nd

- Congratulations to Back Alley Smokehouse! They are opening their "new" restaurant on July 3rd, and will be serving so many Carlisle favorites and some delicious new sandwiches too at lunch and dinner. The beautiful enlarged dining area has a beautiful wood floor, shiny new bar, and "view of the street" seating. The menu features Jambalaya Shrimp, White Chicken Chili, Backlash, hamburgers, tenderloins, chicken strips, pulled pork, beef brisket, fish, sausage grinders, brats, and delicious onion rings, French fries, breaded cauliflower, and more.
- Stop in between festivities at the Carlisle 4th of July Celebration.
- Please share ... and stop and have something good to eat!



The Power of The Chamber's Facebook Page!

- The post on the previous page was shared on the Chamber's site at 11:47 a.m. on Friday, June 26th.
- Today, Tuesday, June 30th, at 1:40, 50 people have liked the post, 40 have shared it, and 2,405 people have been reached! That brings our weekly total reach to 5,447!
- The Chamber will enjoy the new dining facilities at Back Alley Smokehouse at an evening regular chamber meeting on Tuesday, October 13th.



Operation Backpack Program

- Starting the new school year is much more fun when you are prepared with all the supplies you need and teachers know that students learn better when they are prepared. OB was created to make sure that ALL students could start out with what they need, free of charge, thanks to generous donations.
- Because of greater need, even more families will be invited to participate this year. We usually fill around 200 bags to distribute, but this year we need over 400. A backpack full of all the supplies a student needs to start the year can cost \$30-\$40. Community Christians in Action (CCA), our school guidance counselors, and KIDS HOPE USA work together to make sure that all Carlisle students are able to start the school year with all the supplies they need. ABC joins in the effort by helping count and sort supplies, local businesses allow us to place donation jars, and churches gather supplies and donations.

Operation Backpack Needs Your Help

- You can sign up to work a 2 hour shift on OB Day, August 11th. Contact Jane.Phillips@carlisle.k12.ia.us for sign up information.
- You can pick up supplies when you are shopping – school sale ads will be out soon! There will be collection boxes at churches and at the banks.
- You can donate funds and we'll do the shopping. We have some stores that will give us extra good deals so that we can get more for your money. 😊 Donation jars will be located around town and also at church.
- You can pray that we can fill the needs of all the students who need help.
- You can send a donation made payable to CCA – Operation Backpack. It can be mailed to: Kayla Price, 325 N First St, Carlisle, IA 50047

Operation Backpack Supply List.

- Crayola Markers – classic colors box of 8 or 10
- Expo Dry Erase Markers
- Highlighters
- Crayola Colored Pencils
- Yellow #2 Pencils
- Pencil Top Erasers
- Friskars Scissors – small
- Plastic Supply Boxes – 5”x8”
- Spiral Notebooks – wide rule
- Loose Leaf Paper – wide rule
- Clipboards
- Pocket Folders – plain colors



Check out all the work our local youth have done on their 4-H livestock and non-animal projects! We're #4HProud of our Warren County 4-H'ers. Also, come enjoy entertainment on the free stage, a peanut butter and jelly sandwich on a stick, the "Redneck Games", the 4-H Robotics Project "Sumo Wrestling" Robot demo, cloggers, stunt jugglers, talent show and more! Check out the full schedule on the [Warren County Fair website](#).

Warren County Fair, July 22 - 27



Great Western Bank 4-H Scholarship goes to Garrett Onstot of Carlisle

- Garrett Onstot, son of Donald and Brenda Onstot of Carlisle, is one of the recipients of the Great Western Bank 4-H Scholarship through the Iowa 4-H Foundation. The winner had to be a participating member in 4-H, hold a major in the Iowa State University College of Agriculture and Life Sciences and show promise in career plans.

Onstot is a member of Warren County Three Rivers 4-H club where he has held a variety of leadership positions. He has also been elected to numerous leadership positions within high school including student council, class president and National Honor Society. Majoring in animal science, Garrett will attend Iowa State University with the goal of becoming a Veterinary Pathologist. He hopes this career path will help him “fix the unfixable and cure the incurable.”



Hannah McCoy Received State 4-H Photography Project Award

- **Warren County 4-H'er Hannah McCoy**, Hartford, received a state 4-H photography project award. McCoy, 15, is the daughter of Tim and Kathy McCoy.
- McCoy has completed projects on photography, food and nutrition, leadership, communication and citizenship. She has served as president, vice president and secretary of her 4-H club. McCoy also has participated in her county 4-H council and the Iowa 4-H Youth Conference.
- “4-H has helped me become the person I am today through hard work and dedication,” said McCoy.

Summer Master Gardeners Classes

- Join Warren County Master Gardeners for the FREE Growing Seasons Webinar on [Thurs. July 9](#) (Water in the Garden) and [Thurs., August 13](#) (Pollinators and Growing Herbs) from 6:30-8:30 p.m. at the Farm Bureau Meeting Room.
- RSVP with [Kathryn Pierson](#) to attend.



Warren County Park Tour & Wine Tasting

- The Carlisle Chamber will have a booth at this fun event to promote our businesses and our community.



Wine Tasting Provided by:
Annelise Winery
LaVida Loca Winery
Summerset Winery

Warren County Conservation Parks Tour & Wine Tasting

July 12, 2015
Park Tour 1-3 PM
(cost \$10)
Wine Tasting 3 -4:30 PM
Reservations required

Hop on the bus at Annett Nature Center for a guided tour, prizes, and activities at 3 Warren County Conservation Board parks. Return to ANC for free wine samples & appetizers while enjoying traditional old time music by "Friends of Chuck."

Reservations can be made at warrencb.org/parktourtandwine or contact 515-961-6169. Prepayment is required and participants must be at least 21 years of age.

Sponsored by:
Friends of Warren County Conservation, Indianola Chamber of Commerce, Norwalk Chamber of Commerce, and Carlisle Chamber of Commerce.

Visit 9 Niche Farms on the Warren County Farm Tour

Sunday, August 30
11 a.m.- 6 p.m.

www.warrencountyfarmtour.com



The poster features a rustic wooden background. At the top, there is a red silhouette of a barn roof with a yellow sun and a red rooster. The text "WARREN COUNTY FARM TOUR 2015" is prominently displayed in the center. To the right, it says "Sunday AUGUST 30 | 11AM - 6PM". Below this, a yellow banner with a scalloped edge contains the text "Save THE DATE!!! FAMILY FUN... FREE Be There!!". The bottom section of the poster contains descriptive text about the tour, including the phrase "Life on the Farm is Fascinating..." and the website "www.warrencountyfarmtour.com".

WARREN COUNTY
FARM TOUR
2015

Sunday
AUGUST 30 | 11AM - 6PM

Save THE DATE!!!
FAMILY FUN...
FREE Be There!!

Life on the Farm is Fascinating...
Take the Warren County Farm Tour to enjoy the bounty of nature and the hospitality of 9 niche farms as well as the Annett Nature Center and the Fairview Community Church craft show! Each farm showcases their own unique style, products and produce. It's a leisurely stroll (car ride) to any or all of the farms on the tour to enjoy the sites, sounds, tastes and stories of some of Warren County's greatest treasures.

Mark your calendars and plan to attend a day full of inspiration, fun, and learning! A great event for the entire family!

For more details see us on FaceBook or visit our website
www.warrencountyfarmtour.com.
For questions contact Beth McGeough at 515-961-7252.

 | www.warrencountyfarmtour.com



25th Anniversary Celebration

Carlisle Area Chamber of Commerce Annual Dinner
Saturday, January 16, 2015
Summerset Winery



Hollie Askey named Executive Director of Warren County Economic Development Corporation



After serving three months as Interim Director, Hollie has been named Executive Director of WCEDC, where she was Director of Operations from 2011-2015. A native of Red Oak, Iowa, Hollie's career includes being manager of LA Weight Loss Center and Bally Total Fitness in Tampa, Florida, owner of Ashton Personal Fitness Center in Clearwater, Florida, and host of her own fitness segments on Tampa Bay's "Fitness on Demand".

In 2008, Askey sold her business and moved back to the Midwest to be closer to her family. She took a position with the Montgomery County Family Y.M.C.A. in Red Oak as the Marketing Director. She then served as a Loan Specialist with the USDA Rural Development agency, working with rural communities on projects to improve infrastructure, public safety, health care and education through federal loan and grant making. It was at the USDA Rural Development agency that Hollie discovered her passion for Economic Development.

Congratulations to Hollie Askey on Her Promotion!

- Askey graduated from the Heartland Economic Development Course in 2012, is currently enrolled in the Oklahoma University Economic Development Institute, and is scheduled to graduate in 2016 with her Bachelors of Science degree in Business Administration with a minor in legal studies.
- Askey has been instrumental in bringing in new businesses to Warren County. She worked closely with the City of Carlisle to bring the new Fareway Food Store to town, assisted in the new True Value store, and is currently working on a hotel, restaurant, and retail plaza at the Scotch Ridge Business Park.
- Askey also worked with the Chamber and the City of Carlisle to produce the economic initiative called the Carlisle Showcase Tour for Commercial Real Estate Agents and Developers.
- Additionally, she organized local leaders, development groups, and chambers in Warren County to create the Business Retention, Expansion, and Entrepreneurial Development Task Force, which implemented the now annual Excellence in Business Awards Event, the Warren County Small Business Grant Contest, and the \$5,000 New Business Recruitment Bounty program.

Hollie Projects Additional \$70,000,000 to Local Economy Over Four Years

- Hollie worked with the City of Carlisle and the Chamber on the downtown façade program which will be submitted to the State this fall for a chance at a \$500,000 grant for local business revitalization.
- In order to grow and improve existing and start-up small businesses, Askey coordinated with local chambers, Simpson College, the Indianola Record Herald, and SDBC to develop the Learn|Grow|Succeed program which provides free and low cost workshops and classes to business owners and entrepreneurs.
- Due to the efforts and successful outcomes from the Learn|Grow|Succeed and the Business Retention, Expansion and Entrepreneurial (BRE) Development programs, WCEDC was awarded the BRE Overall State Award, given by Governor Branstad in 2013.
- Currently WCEDC is working on projects in Norwalk, Indianola, Carlisle, and Cumming that will result in an additional \$70,000,000 injection to the local economy over the next four years.



Multi-Session Business Workshops

Business Play Boot Camp for Existing Businesses (5 Weeks)

-Wednesdays, July 8 – August 12 *not Aug 5, 9:00 – 11:00 a.m., Indianola

Computer Basics Class (3 weeks)

-Mondays, July 13 – 27, 10:00 a.m. – Noon, WeLIFT, Indianola

Marketing Plan Workshop (3 weeks)

-Thursdays, September 3 – 17, 5:30 – 7:30 p.m., Norwalk

Social Media Focus Group (3 Sessions)

-Thursdays, October 1 – 15, 5:30 – 7:30 p.m., Norwalk

Business Plan Boot Camp for Start-Up Businesses (8 weeks)

-Tuesdays, September 15 – November 3, 5:30 – 7:30 p.m., Norwalk

For more information, contact WCEDC office at 515/ 961-1067



Single-Session Business Workshops

Facebook Basics for Small Businesses & Nonprofits

-Tuesday, August 18, 5:30 – 8:00 p.m., Carlisle

Inside Intermediate Facebook for Businesses & Nonprofits

-Tuesday, August 25, 5:30 – 8:00 p.m., Carlisle

Get Into Your Customer's Head

-Thursday, September 24 – 9:0 – 11:30 a.m., WeLIFT in Indianola

For more information, contact WCEDC office at 515/ 961-1067

Apply Now for 2015 Class of Warren County Leadership Institute

- Applications are currently being accepted for the 2015 Warren County Leadership Institute (WCLI), Thursdays, September 10 – November 5, 2015.
- The interactive program offer a unique balance of leadership skills and information about the communities of Warren County. This investment in people is designed to help leaders create the best future for themselves, their families, their communities and the county.
- For more information, or to apply, contact Rachel Gocken at 515/ 961-1067.

Free Business Counseling

- Christina Moffatt, Regional Director of the Mid Iowa Small Business Development Center provides business counseling in Warren County.
- From marketing to business plans to financials, staffing and operations, Christina can assist you with your questions, ideas and concerns.
- To schedule an appointment please call WCEDC [515-961-1067](tel:515-961-1067).

Skilled Iowa

Interested in using the National Career Readiness Certificate to document individual's essential work-related skills?

It is a good way to access the skills needed when it is time to hire again.

For More Information:
www.skillediowa.org



This agreement communicates our commitment to use the *National Career Readiness Certificate* (NCRC) as a means to document an individual's essential work-related skills.

Employer Commitments:

- We will recommend the *National Career Readiness Certificate* in hiring and/or promotion practices for one or more positions in our organization.
- We give permission to use our organization's name in public awareness efforts to promote the *National Career Readiness Certificate*.

Employer Information:

Name of Company: _____

Key Contact: _____

Key Contact Title/Role: _____

Phone: _____ EXT: _____ Email Address: _____

Company Address: _____

City: _____ State: Iowa ZIP: _____ County: _____

Number of Employees: _____ Industry: _____

Does this letter of commitment apply to this single site or does it extend to other locations for your business?

☐ Single Site ☐ All Locations (in Iowa) ☐ Other (describe all covered locations below)

Specific Locations:

Employer Signature: _____ Date: _____

The National Career Readiness Certificate is an ACT® product based on the WorkKeys® program.



The Greater Des Moines Partnership is a 2015 recipient of an Award of Excellence for its “Look Local First Campaign” from the Association of Chamber of Commerce Executives (ACCE). ACCE’s Awards for Communications Excellence recognize outstanding initiatives in four categories of chamber communications: Advertising and Marketing, Publications, Electronic and Campaigns.

Monthly Breakfast Buffet at the Randleman House. Eat in or to go.

- The Carlisle Area Historical Society invites you to enjoy a delicious all-you-can-eat breakfast buffet. \$8 Adults
- Susan Robinson is the pancake expert - she makes sure there is a blueberry in every bite!! Also serving caramel pecan cinnamon rolls, sausage gravy, buttermilk biscuits, sausage links and specials this month will be French toast casserole & Incredible Breakfast Bake (with ham). And always refreshing orange juice, ice water & hot coffee. Serving 8:00 a.m. until 10:30 a.m. To go breakfast always available. You get a great meal in a beautiful turn-of-the-century home with lots of friends old and new!

Redeem Chamber Bucks!

CHAMBER BUCKS coupons are cash to you! The Chamber donates these to non-profits, and uses them as prizes.

CHAMBER BUCKS are printed on special paper and carry the signature of a Chamber Board Officer.

Redeem CHAMBER BUCKS by contacting Board Treasurer Janie Norton at Peoples Bank.

Carlisle Area Chamber of Commerce

MISSION STATEMENT

PROMOTING AND ASSISTING NEW AND EXISTING BUSINESSES BY
ENCOURAGING ECONOMIC Development AND ENHANCING THE
QUALITY OF LIFE IN THE GREATER CARLISLE AREA

Carlisle Area Chamber of Commerce

<http://www.carlisleiachamber.org>

Carlisle Area Chamber of Commerce

PO Box 487

Carlisle, Iowa 50047

Barbara Rasko

515. 402-1008 phone 515.961-7155 fax BRasko@carlisleiachamber.org