

May/June Newsletter

2014 EXECUTIVE BOARD

Chamber Officers

President Todd Hugen
Vice-Pres..... Rev. Jeffrey Frese
Secretary Dan Crum
Treasurer Janie Norton

Executive Board Members

Bryce Amos 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 May Calendar!

- 12 – Chamber Meeting Lunch at Stadium View Center, Ted Johnson, Workforce Development
- 16 – Mayor's Bike Ride
- 23 – Breakfast Buffet, Randleman House

Mark Your June Calendar!

- 9 – Chamber Meeting Lunch at Stadium View Center, Ted Johnson, Workforce Development
- 13 – Alumni Golf
- 27 – Breakfast Buffet, Randleman House

Be In The Know

- Celebrating 25 Years!
- Chamber Golf Outing
- Alumni Golf Outing
- Downtown Sign
- Downtown Chamber Office
- Marketing Your Business to Bike Riders
- Free Business Counseling
- Personal Development: Sales
- Skilled Iowa Initiatives
- Developing Leaders
- Leadership Opportunities
- Reshaping Local Economy
- Calendar, photos





Let's Celebrate the Carlisle Chamber 1990 - 2015

August – December 1990 Events

- The Plainfield Tornado (F5 on the Fujita scale) strikes the towns of Plainfield, Crest Hill, and Joliet, Illinois, killing 29 people (the strongest tornado to date to strike the Chicago metropolitan area).
- The earliest known portable digital camera sold in the United States ships. ¹



More News from 1990

- The first known web page is written in November.
- Home Alone is released to theaters. It would become the highest grossing live-action comedy film of all time..
- Leaders of Canada, the United States, and 32 European nations meet in Paris to formally mark the end of the Cold War.
- Channel Tunnel workers from the United Kingdom and France meet 40 meters beneath the English Channel seabed, establishing the first land connection between Great Britain and the mainland of Europe for around 8,000 years.

Chamber Meeting, May 12

Chamber Meeting, 12:00 – 1:00 p.m.

Stadium View

Lunch by Johnny and Mike's Pizza

Theodore Johnson

Iowa Workforce Development

Chamber Expert: Cyber Solutions

Ribbon Cutting: Cyber Solutions

This will also be a great opportunity for business to business networking in a relaxed atmosphere.



Chamber Meeting, June 9

Chamber Meeting, 12:00 – 1:00 p.m.
Family Life Center
Catered by Fiss'

Dr. Brandon Eighmy and
Carlisle High School Student Leaders

Chamber Expert: Goldsberry Giraffix
Ribbon Cutting: Goldsberry Graffix

*This will also be a great opportunity for business to business
networking in a relaxed atmosphere.*

Chamber Meeting, July 14

Chamber Meeting, 12:00 – 1:00 p.m.

Family Life Center

Catered by Roadside Taco

Chris Barr

Communication Innovators

Chamber Expert: Roadside Tacos

Ribbon Cutting: Roadside Tacos

This will also be a great opportunity for business to business networking in a relaxed atmosphere.

Mayor's Bike Ride – May 16, 8:00 – 10:00 a.m.

- Mayor's Bike Ride. Mayor Ruth Randleman will greet riders, walkers and runners at the shelter at the Carlisle Trailhead of the Summerset Trail at Highway 5 and 1st Street in Carlisle.
- The Mayor invites Carlisle resident to come out and enjoy the spring beauty of the trail. Kids are encouraged to get outside and take a short ride on the trail, too.
- Mayor Randleman will provide information and answer questions on the addition to the bike trail which is going in behind Peoples Bank off of Gateway Drive. The new trail will pass through Danamere Farms and go around a pond, providing cyclists, walkers and riders a great natural landscape to enjoy.
- The first 25 riders will receive a light breakfast, and riders may enter to win prizes



Marketing Your Business: Be a Bike Friendly to Trail Riders

Iowa has a reputation with bike riders as a state that has excellent paved trails and friendly residents and business owners. Bike riders are a desirable audience for businesses and tourist attractions. They are courteous, come back often, spread the word on places and things they like, and are relaxed and ready to spend money. By the way, non-bike riders often accompany the riders and are always looking for something fun or interesting to do while they wait for the riders to return!

Bike Riders frequent businesses that provide the services they need

- Free Wi-Fi
- Free fill on water bottles
- Clean restrooms
- Air conditioning or outdoor patios
- Bike racks positioned so they can see their bikes
- Drinks, appetizers and good food throughout the day
- Shop owners that can ship their purchases to their homes.

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).

Professional Development to Make More Sales

Jim Rohn, a top motivational speaker, advised to work hard on yourself than you do on your business. So, what can you do to work harder on yourself to develop your ability to make more sales? Here are two ideas.

- Learn to ask open ended questions that help you gather information and start a solid relationship. You will also find out if your product or service will be of value to this prospect. The key: Listen.
- Get good at storytelling. Include testimonials. Talk about the value your clients receive. Find the best way to tell the story of your product or company, and that always starts with the value you bring your customer.



Workforce Development Issue: Finding Qualified Employees

- With Iowa's unemployment rate holding at 4%, the lack of qualified employees is a reality for our local businesses. Those applying may not have the skills needed to do the job, may lack required people and communication skills or may fail background or drug tests.
- 50% of jobs require more than a high school diploma or associates degree, and applicants are not prepared.
- Skilled Iowa Initiatives is a program working to identify and increase the skill levels so allow workers great jobs and employers better employees.

Skilled Iowa Initiatives

- The goal is to close Iowa's skill gap and the program uses a universal testing system based on ACT's world-renowned WorkKeys® assessment that rates the skills and abilities of students and those in Iowa's workforce, awarding a National Career Readiness Certificate after testing which becomes a reliable predictor of workplace success.



Skilled Iowa Communities

- The goal of this initiative is to improve the job training and marketability of Iowa's workforce and drive future economic growth for the state.
- Ted Johnson from Iowa Workforce Development will speak to the Chamber in May about the potential for Carlisle's involvement with Skilled Iowa.

Chamber Golf Outing – August 22

- Hosted by Carlisle Area Chamber of Commerce, Carlisle Girl's Softball and Carlisle Little League with proceeds split between the three organizations.
- 4-Person Best Shot
- 2 Shotgun Starts: 8:30 and 1:30
- Pleasantville Golf Course
- Register Early: Only 152 Golfers will play

Sign up Your Foursome

- AM shotgun start \$45 per person: includes golf, cart, drink ticket & dinner
- PM shotgun start \$50 per person: includes golf, cart, drink ticket & dinner
- \$10 per person: dinner only
- Return the sign up form found in the next Weekly E-Blast or call Barbara Rasko at 515.402-1008 or Todd Isley at 515.202.7715 now to reserve your space. An Invoice will be sent, to be paid by August 1st.

Don't Forget These

- Team Mulligans—\$10 each (Max of 4)
- Raffle Tickets—\$1 each and can be purchased ahead of time and/or during the day of the event.

Showcase Your Business with a high visibility Sponsorship

- Hole In One \$1000
 - ☐ 2 Foursomes (am or pm) ☐ Hole sponsorship ☐ 8 team mulligans ☐ 80 raffle tickets ☐ 8 extra dinner tickets ☐ Live auction sponsor & prize will be donated in your name
- Double Eagle \$500
 - ☐ 1 Foursome (am or pm) ☐ Hole sponsorship ☐ 4 team mulligans ☐ 40 raffle tickets ☐ 4 extra dinner tickets ☐ Putting Contest Sponsor (end of day)

Showcase Your Business with a Sponsorship

- Eagle \$400
 - ☐ 1 Foursome (am or pm)
 - ☐ Hole sponsorship
 - ☐ 4 team mulligans
 - ☐ 20 raffle tickets
 - Birdie \$300
 - ☐ 1 Foursome (am or pm)
 - ☐ Hole sponsorship
 - Hole Sponsorship ... \$100 ☐ Hole sponsorship
- Register Your Team Now

Gain Visibility at the Golf Outing

- Send an email to Brasko@carlisleiachamber.org to donate for the auction, the goodie bag, or to request a sponsorship. Sponsorships can also be added to your golf reservation form.
- Also, your business can gain visibility when you donate items for the goodie bags or provide an item for the auction. Again, this is a great fundraiser for our three organizations, so let's contribute some fabulous auction items!

Carlisle Alumni Association Golf Outing & Alumni Banquet

- Fundraiser for Scholarships
- Four Person Best Ball Golf Outing
Open to the community and all ages.
- June 13th, 7 – 7:30 a.m. Check-In
time 8:00 Shotgun A.H. Blank Golf
Course
- Donations Accepted
- <http://carlislealumni.wikispaces.com/Golf+outing>

Downtown Sign will Pull Buyers and Customers Off of Highway 5



These Chamber Members will be on the Downtown Sign

- Carlisle True Value Hardware
- Great Western Bank
- Mercy Clinic
- Carlisle Chiropractic and Acupuncture
- Dental Professionals
- Carlisle VFW
- Back Alley Smokehouse
- Cal's
- Sauter Automotive
- etc!graphics, Inc.
- Wyckoff Heating and Cooling will be featured on the digital display on top.
- The Carlisle Area Chamber of Commerce logo will appear on the sign

Downtown Building Will Be Remodeled for Chamber Office



Wesley Patterson

John Sanders





Work Will Begin in May, Conclude by Early Summer

- The building at 27 School Street is being updated to house the Carlisle Area Chamber of Commerce.
- The building and money for repairs is being donated by Andrew Hanson and his two brothers.
- A ribbon cutting and 25th anniversary celebration will be held this summer.



Develop Leaders

Leadership Iowa is a premier issues-awareness program promoting leadership within Iowa. This program from The Iowa Association of Iowa Business and Industry Foundation, is designed to educate, challenge and inspire our participants to bring out their inherent quality to "point the way." The ultimate goal is to instill passion in our current and emerging leaders while fostering a high level of civic engagement

Leadership Iowa

- Leadership Iowa is for Iowa business men and women
- Leadership Iowa University is for college students
- Leadership Young Professionals is for Young Business Professionals
- To learn more about these programs and nominate prospective class members (by May 1st), go to www.leadershipiowa.com

Reshaping the Local Economy

- **The Metropolitan Revolution featuring Brookings Institute's Bruce Katz is presented by The Greater Des Moines Partnership**
- You are invited to a keynote breakfast on **Tuesday, May 5 from 7:30-9:00am** at the Windsor Heights Community Center, 6900 School St., Windsor Heights, IA 50324.
- \$40 per person. (Economic Development Practitioners may bring one guest at no charge – per paid registration.) Breakfast is provided. Register at www.desmoinesmetro.com and look for the 2 for 1 offer.
- Learn how, across America, local and regional community leaders, educators, developers, business people and philanthropists are **reshaping of our economy** and making their communities more prosperous. There will many stories and ideas that can be used in our area.

You Are More Likely to Be Remembered When They Know Your Name

- When you wear a Carlisle Area Chamber of Commerce name tag, members will see your name, as well as hear it, and be more likely to remember you and your company.
- Your magnetic tag will identify your name and your business. The Carlisle Area Chamber of Commerce logo will be on the name tag. Each name tag is \$9.00.
- Name tags help people call each other by name, remember them and get a good start on building a relationship.
- Order from Goldsberry Giraffix at 515-210-0118.

Let Welcome Packs Introduce You to New Residents

- New welcome packets will be prepared by May 10th.
- New insertions are from The Record Herald, Warren County Economic Extension Service and Roberts Heating and Cooling.
- Call Barbara Rasko at 515/210-3571 if you would like to add literature or promotional items from your organization.

Save the Dates for Chamber, Community and Special Events

- **May 6 – Carlisle Area Chamber of Commerce Board Meeting, noon, Carlisle Community School Admin**
- **May 12 – Carlisle Area Chamber of Commerce Meeting. Stadium View. Johnny & Mike's Pizza. Ted Johnson, Iowa Workforce Development, answers questions Chamber Expert: Cyber Solutions, Ribbon-Cutting: Cyber Solutions**
- **May 16 – Mayor's Bike Ride, 8 – 10 a.m., Trailhead**
- **May 21 - Regional Business After House - Des Moines East/South Chambers Info to come**
- **May 23 – All You Can Eat Breakfast at the Randleman House, 8:00 – 10:30 a.m. Eat in or carry out.**
- **May 26-28 2nd Global Insurance Symposium, www.desmoinesmetro.com**
- **May 28 - Multicultural Reception - www.desmoinesmetro.com**

Calendar

- **June 3 - Carlisle Area Chamber of Commerce Board Meeting, noon, Carlisle Schools Admin**
- **June 9 – Carlisle Area Chamber of Commerce Meeting, Family Life Center. Fiss', Program: Presentation by Carlisle High School Student Leaders; Chamber Expert: Goldsberry Giraffix. Ribbon Cutting: Goldsberry Giraffix**
- **June 13 - Carlisle Alumni Association Community Golf Tournament and Annual Alumni Banquet**
- **June 18 - Regional Business After Hours - Johnston, Information to come**
- **June 27– All You Can Eat Breakfast at the Randleman House, 8:00 – 10:30 a.m. Eat in or carry out.**

Calendar

- **July 3 – 4 – Carlisle 4th of July Celebration Chamber's Citizen of the Year, Sally Snyder, will be the Parade Marshall.**
- **July 8 – Carlisle Area Chamber of Commerce Board Meeting**
- **July 14 - Carlisle Area Chamber of Commerce Meeting, Chris Barr, Communication Innovators. Ribbon Cutting for Communication Innovators**
- **July 16 - Regional Business After Hours - Urbandale Information to Come**
- **July 25 – Breakfast Buffet at the Randleman House**
- **August 22 – Carlisle Chamber Golf Outing**

Monthly Breakfast Buffet at the Randleman House. Eat in/ Carry Out.

- The Carlisle Area Historical Society invites you to enjoy a delicious all-you-can-eat breakfast buffet. \$8 Adults
- Susan Robinson is our 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!



Greater Des Moines Partnership

www.desmoinesmetro.com/events

- Volunteer to help with the Des Moines Arts Festival, Downtown Farmers' Market, Golden Circle Games, Music Under the Canopy, World Food and Music Festival, and others. Contact Meg Fitz at 515/286-4934

Casey's General Store



Carlisle True Value Hardware



Easter Egg Hunt

- Thanks to all of the committee and all of the volunteers (and our very special guest) who created a great Easter Egg Hunt for several hundred kids.



Kellan Longenecker Showcases General Mills & Leadership at Chamber Meeting



Debbie Dean & Laci Sinn Forecast 2016 Health Care Issues



The Chamber will Promote Your Organization or Business!

The number of likes and shares continues to climb on the Chamber's Facebook page. We want to use this powerful social media to help spread the word about your business, upcoming events and good news.

Here's how it works:

- "Like" the Carlisle Iowa Chamber on Facebook.
- We will "Like" our Chamber members and share your business and event-related posts.
- Please share our news, too!

You Can Now Pay Your 2015 Chamber Dues Online

- Pay your 2015 Carlisle Area Chamber of Commerce Membership Dues online.
- Type in <http://www.tikly.co/carlislechamber>
- Click on ticket and fill out the information
- You will receive a confirmation email

2015 Executive Board: Front: Secretary Dan Crum, Executive Director Barbara Rasko, President Todd Hugen, Treasurer Janie Norton. Back: Bryce Amos, Andy Lent, Stephany Goodhue, Scott James, Roger Kerndt, Matthew Monson, John Sinclair. Not pictured: Vice President Rev. Jeffrey Frese.



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.

\$5,000 Reward Could Be Yours!

- **Do you have a family member, college buddy, or executive friend who is thinking of opening a new location and are looking for property.**
- **Submit the lead for your chance to be awarded \$5,000.**
- **For questions or to submit a business lead please contact Carlisle City Administrator, Andy Lent at 515-989-3224, or email alent@carlisleiowa.org. You must provide the business name and contact information.**
- **Bounty money will be paid by the person or group who owns the land that is selected by the new business. Employees of the City of Carlisle, Carlisle Chamber of Commerce, and Warren County Economic Development are ineligible.**



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

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