



2018 EXECUTIVE BOARD

Chamber Officers

President	Stephany Goodhue
Vice-Pres	Lynn Schattner
Secretary	Dr. Brandon Eighmy
Treasurer	Janie Norton
Ex-Officio	John Sinclair

Executive Board Members

Bryce Amos

Steve Danielson

Andrew Lent

Matthew Monson

Kasey Peterson

Matthew Wanderscheid

Executive Director

Barbara Rasko 515. 989-4216

BarbaraRasko@carlisleiachamber.org

515.961-7715 Fax

P.O. Box 487, 27 School Street

Carlisle, IA 50047

JAN/FEB/MARCH Newsletter

Thank You to Dan Crum and Scott James for their years of fine service to the Carlisle Chamber Board of Directors.

New Members

- Charter Accounting
- Des Moines River Dental Care
- Indoff Office Supplies
- Catalpa Flowers and Gifts
- Alternative Outdoors

Deadlines

- **Pay dues now** to be included in the 2018 Carlisle Chamber Business and Community Guide
- Small Business Grant Contest – Workshops in March and April, Submit in April, Awarded in June.

Upcoming Events

- LaunchPad 65 Focus Group – March 22nd
- Breakfast Buffet, Randleman House – March 24th, April 21st
- Optional Pre-Grant Contest Workshop – March 27th
- Carlisle Bond Referendum – April 3rd
- Emerge & Pivot Work Session – April 4th
- Quarterly Chamber Luncheon – April 10th
- Mentors in the Morning – April 12th
- Carlisle Area Chamber of Commerce Business and Community Guide Out End of April
- Materials for Welcome Packets Due – May 1st
- Carlisle Shred Day – May 26th

Get Involved

- April is Child Abuse Month
- Chamber's 1st Street Beautification Program
- Spruce up Your Business, Storefront & Online-Presence
- New Campaign: Live Life Without Compromise
- Free Business Consulting

Thank You to Two Long-Time Board Members

Dan Crum

Dan joined the Carlisle Chamber Board in 2008.



He served as Board Secretary from 2008 through 2017.

Thanks, Dan!



Scott James

Scott joined the Carlisle Chamber Board in 2010.

He served as V.P in 2013, President in 2014 & 2015, and Ex-officio in 2016.

Thanks, Scott!

Please Welcome New Chamber Member Dr. Tyler Villiard, Des Moines River Dental Care

- **Des Moines River Dental Care** specializes in beautifying smiles, maintaining your dental health, and helping you improve your appearance. You are a "guest" when you walk in the door, with a hot cup of coffee available in the waiting area.
- (515) 989-3180
- 65 School Street, Carlisle
- <http://dmrdentalcare.com/>



Please Welcome New Chamber Member Mark McGee, Charter Accounting

Full Service Accounting Firm offering business and tax services for individuals and businesses in Iowa. For over 20 years, the accounting firm has provided clients with **individual tax preparing and planning, cash flow statements, monthly operating statements, payroll, and more**, making it easy to run day-to-day operations.

- **Free Consultation** – we work with individuals, corporations, and nonprofits of all sizes. Call to schedule a complimentary consultation with a member of our firm. We will schedule an appointment with you in our offices at your convenience. This is an opportunity for you to have your accounting questions answered by a professional.
- 4515 Fleur Drive, Des Moines
- 515/ 256-6326
- <http://www.charteraccountingplc.com>

Please Welcome New Chamber Member Loretta Burk, Indoff Office Solutions

OFFICE SUPPLIES

OFFICE/SCHOOL FURNITURE

JANITORIAL/BREAKROOM PRODUCTS

PRINTING

LED LIGHTING

TRADE SHOW DISPLAYS/BANNERS

Indoff

PROMOTIONAL PRODUCTS:

<http://www.zoomcatalog.com/catalogsearch/customprc>

PHONE: 515-953-7401 FAX: 888-412-2563

2606-100th Ave.

Norwalk, IA 50211

loretta.burk@indoff.com

Please Welcome New Chamber Member Denise McCauley, Catalpa Flowers and Gifts



Full service florist available 7-days a week for deliveries. Fresh and silk arrangements.
Shop in-store for one-of-a-kind gifts from local artists and craftspeople.
Like and follow Catalpa Flowers on Facebook.

Please Welcome New Chamber Member Danielle Polzin, Alternative Outdoors

- Gift Certificates for Gifts Folks Love
- Fishing, Hunting and Trapping Gear
- Fresh Live and Frozen Bait
- Taxidermy
- DNR License
- Reel Repair/ Cleaning and Line Spooling
- Fishing Team Sponsorships Available
- Collects for and supports Bird Rescue and Rehabilitation and T & T Reptile Rescue
- 60 School Street •(515) 423-2912
- Like and Follow Alternative Outdoors on Facebook



More Than A Bait Shop - Veteran Owned, Veteran Friendly

You are Invited to a Focus Group for LaunchPad65. The group is actively seeking South-Central Iowa Entrepreneurs and Innovators to network, learn, mentor and collaborate.

LaunchPad65 was born from a desire to have an organization that actively:

- Hosts networking and co-working events
- Encourages startup and technology mentoring
- Coordinates entrepreneurial education and training
- Promotes business collaborations
- Supports youth entrepreneurs and local technology programs
- Recognizes and celebrates success at all levels



Based in Indianola, this group will meet on March 22nd. Networking begins at 4:30 p.m. with a short program and discussion beginning at 5:15 p.m.

Salem Connections, 222 Salem Avenue, Indianola. Questions: Terry Pauling, 515/249-9192.

The 4th Annual Small Business Grant Contest for Existing and Start-up Businesses in Warren County is Underway. \$10,000 in Grants will be Awarded.

Contest Timeline

[Optional Pre-Contest Workshop](#) - Tuesday, March 27th from 4:30-5:30

Entries accepted April 1st through Midnight on April 30th

Finalists will be notified by May 11th

Finalist presentations & the grant event will on Thursday, June 7th

Two Grant Categories:

\$6,000 Prize: Existing Business

\$4,000 Prize: Start-up Business

More details: <http://www.wcedc.com/news-and-photos/news/2018-grant-contest-information.html>

4TH ANNUAL
Warren County Economic Development



Small Business Grant Contest

\$10,000 will be given away at the 2018 Warren County Small Business Grant Contest. Entry period runs the full month of April.

PRE-CONTEST WORKSHOP EVENTS

 Resource Workshop Tuesday, March 27 4:30-5:30 pm WCEDC Conference Room 111 N Buxton St, Indianola Cost: FREE <ul style="list-style-type: none">Local business resourcesMistakes to avoid in the application processJudging and Scoring processGrant Contest OverviewQ&A Session Please RSVP to: bginder@wcedc.com	 Emerge and Pivot Wednesday, April 4 4:30-6:00 pm Salem Connection 222 W Salem Ave, Indianola Cost: FREE <p>Designed to accelerate owners' ability to take their ideas and develop viable business models that result in effective implementation strategies.</p> <p>Led by John Walker and Todd Kielkopf</p> Please RSVP to: todd.kielkopf@simpson.edu to reserve seat and materials.
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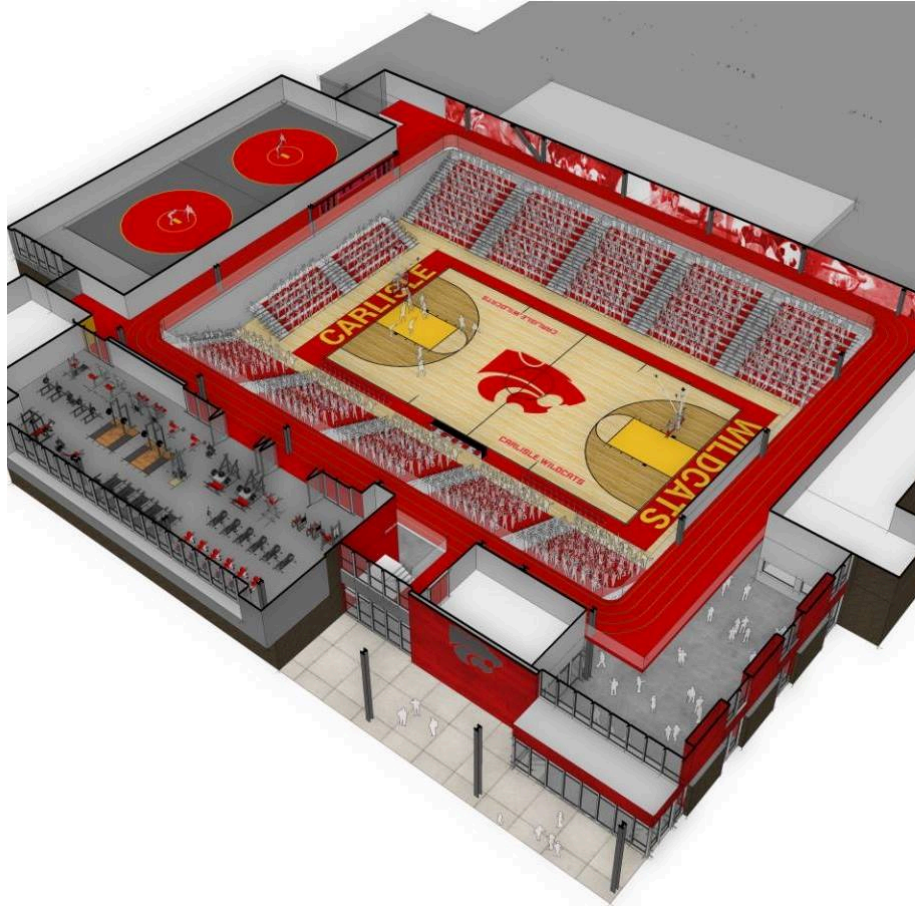
ALL WARREN COUNTY BUSINESSES WELCOME
FOR CONTEST DETAILS VISIT www.wcedc.com

Special Invitation from Jay Byers

- The Greater Des Moines Partnership invites you to an Investor-only event on Wednesday, March 28 at the **Hilton Des Moines Downtown hotel**. Attendees will be among the first to see the new hotel and the works of art within it.
- At the invitation of **Bravo Greater Des Moines**, [Randy I. Cohen](#), **Vice President of Research and Policy at Americans for the Arts**, will speak on the economic impact of the arts.

Read more information in the accompanying invitation. [REGISTER HERE](#) by Thursday, March 22.

Be an Informed Voter on April 3rd. Learn more on Facebook at [VoteYesForCarlisleSchools](#)



Vote on April 3, 2018.

The proposed bond will fund a new Activity Center and numerous district-wide improvements. The district has lowered the property tax rate a total of \$3.11 over the past eight years. If the bond passes, the District's property tax rates would not increase since it is levy neutral.



Learn More About the District Wide Improvements and Activity Center Video on Facebook at [VoteYesForCarlisleSchools](#)



You are invited to a Free Workshop on Building/ Evaluating Your Business Strategies

- Emerge@Simpson is providing a free "Emerge and Pivot" work session on April 4, 2018 from 4:30-6:00pm at the Salem Connection, 222 W. Salem Avenue, Indianola.
- The session is designed to accelerate owners' ability to take their ideas and develop viable business models that result in effective implementation strategies. John Walker and Todd Kielkopf will lead the session.
- This is for all business owners, and for those applying for WCEDC Small Business Grants.
- Please RSVP to todd.kielkopf@simpson.edu to ensure materials and seating are available.

Chamber Quarterly Luncheon, April 10

Noon – 1:00 p.m., Stadium View

Free with Membership, Guest \$5

Speaker: Rachel Gocken, Executive Director
Warren County Economic Development Corp.

Chamber Experts: Loretta Burk, Indoff Office Supplies

Denise McCauley, Catalpa Flowers and Gifts

Danielle Polzin, Alternative Outdoors

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

Meet Your Mentor

Mentoring for Women Workshop

- *4/12/18 8:00 AM - 9:30 AM*
- *Indianola Country Inn and Suites*
- The Warren County Chambers of Commerce are joining thirteen other area Chambers of Commerce to host Mentoring for Women Workshops on April 12 at the same time. Both women and men who are influential in business and the community, have been invited to share their vast expertise in fast and fun coaching sessions.

YOU could meet YOUR mentor.

Or, you could be a catalyst for lifting-up women at a time when our society needs to do this more than ever.

During this workshop, you will meet with a mentor of your choice in a roundtable discussion on important business and life topics. See the speakers, topics and details, and register at:

- http://indianola.chamberofcommerce.me/members/evr/reg_event.php?orgcode=INDI&evvid=40829143



Meet Your Mentor
**METRO-WIDE
 MENTORING
 FOR WOMEN**
 April 12 • 8-9:30 am
 Country Inn & Suites
 501 E. TRAIL RIDGE AVENUE • INDIANOLA

\$20 per person
 INCLUDES CONTINENTAL BREAKFAST

HOSTED BY THE INDIANOLA, CARLISLE & NORWALK CHAMBERS

FAST AND FUN COACHING SESSIONS FROM THESE LOCAL MENTORS
 MEET INFLUENTIAL BUSINESS AND COMMUNITY MENTORS

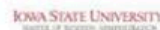
				
How to Talk About Your Business	How to Get What You Want	Unplug to Live: Creating Life Balance	Adapting Your Business to stay Relevant	Navigating Difficult People
Holly Askey DIRECTOR OF ECONOMIC DEVELOPMENT City of Norwalk	Janet Tingwald RELATIONSHIP COACH Reality-Based Romance	Brenda Wood- Clark, LMHC, CFTP CLINICAL DIRECTOR Choices Therapy Services	Erin Freeburg OWNER adorn	Sinikka Waugh OWNER/TRAINER Your Clear Next Step

GET REGISTERED TODAY • LIMITED SPOTS AVAILABLE
www.indianolachamber.com

Presented by:



Supported by:





April is Child Abuse Prevention Month

Wear blue on Blue Out Day, Friday, April 6

- The Child Abuse Prevention Council is encouraging people in Warren County to take action to create the great childhoods all children deserve because our children are our future. Child Abuse Prevention Month celebrates the small actions each of us can take that make a big impact on the well-being of our children. Healthy development in childhood establishes the foundation for future health, learning and overall well-being into adulthood. A community built on caring relationships strengthens families from the start and gives parents with a history of trauma an opportunity to heal.
- **Show your support for child abuse prevention by wearing blue on Blue Out Day which will be held on Friday, April 6.** To learn more about ongoing child abuse prevention programs and activities visit us at www.cap.warren.ia.us or contact val.warrencountycapc@gmail.com or 515-971-2977.
- **Protecting Children is Everyone's Business**

CARLISLE COMMUNITY SHRED EVENT

**MAY 26, 2018
10:00AM-NOON**

Location:
True Value Parking Lot across from
City Hall
190 N. 1st St. Carlisle, IA

**Want to reduce your chances of identity theft,
recycle and do a little spring cleaning all at once?
You are invited to bring all the unwanted personal
documents you would like to shred. A shredding
truck will be available to shred your documents FREE
OF CHARGE.**

SPONSERED BY:



**Income Tax
Season is OVER!**

**Reduce your
chances of
identity theft.**

**Spring Clean and
get rid of
unwanted
personal
documents.**

**CARLISLE POLICE
DEPARTMENT**

195 N. 1st St.
Carlisle, Iowa 50047

515-989-3224

<http://carlisleiowa.org/public-safety/>

Chamber of Commerce Executives (ACCE) Annual Convention in Des Moines in July

- Registration is open for the 2018 Association of Chamber of Commerce Executives (ACCE) Annual Convention on July 17 – 20 in Greater Des Moines (DSM). The theme will focus on how attendees can dream big and be different. This event will showcase DSM's momentum to an audience of national and international Chamber professionals, economic development professionals and other business leaders. Partnership Regional Affiliate Chamber of Commerce Members and Investors, as well as business, economic development and Chamber leaders across Iowa, are encouraged to attend.
- <https://www.acceconvention.com/>

The CenStates TTRA 2018 Annual Conference will be in Des Moines, September 19 - 21

- The Travel and Tourism Research Association (Central States Chapter) will meet in Des Moines this year.
- The Central States Chapter of the International Travel & Tourism Research Association is comprised of tourism marketing research professionals from 15 Midwest states.
- The Conference is called Cycling into Research.
- Wouldn't it be fun to get visibility for Carlisle and the Carlisle Nature Trail into their conference packets?

Carlisle Chamber's Annual Dinner Recap

- Saturday, January 20th, 5:30 p.m., Summerset Winery with Contemporary Catering.
- Speaker: Larry Cotlar, Award-winning Sportscaster and Author, *The Biggest Rolodex*
- Citizens of the Year: Ruth Randleman
- Employee of the Year: Dave Sigmund, City of Carlisle
- Friends of Education: Marianne Crall
- Business of the Year: Avondale Veterinary Healthcare Clinic
- Carlisle Area Chamber of Commerce Community Betterment Awards: Carlisle Public Library, City of Carlisle Parks and Rec. and Freedom for Youth
- Winners of Chamber Bucks: Stephany Goodhue, Michele Greenwood, Steve Danielson, Beth Sloan
- Winners of Summerset Wine: Kevin Seiberling, Phil Crall,

Chamber's Beautification Program



- Residents and visitors alike appreciate the beautiful hanging baskets that are part of the Beautification Program sponsored by the Chamber.
- To donate dollars to help cover the costs of the plants and supplies, or to volunteer to work with and water the plants, please call 515/ 989-4216.
- Donations may be mailed to the Chamber Office.

Spruce-Up Your Business for Spring

- April and May are Spring Clean-up Months, and once again the Chamber's Focus is on creating the best impression for our residents and our increasing number of visitors.
- We ask that you make the effort to help Carlisle put our best foot forward by cleaning up your lawn and parking area each weekend.
- Clean yard waste from the fall and winter.
- Time your lawn mowing so your lawn is trim and neat for the weekends.
- Eliminate weeds in and around sidewalks.
- Pick up and throw away trash.



A Small Business Spruce-Up Checklist for Your Storefront

Start with a thorough cleaning of your store or business. Unclutter. Clean and straighten shelves and counters. Freshen Up. Wash windows.

- Is the path from where your customers park to your front door clean and smooth, and lighted and easy to navigate to prevent a fall?
- Is your external signage clean and fresh? Your entrance attractive? Window display inviting? Are your store hours clearly posted on the outside?
- Is it easy for someone new to your store to know where to go when they come in?
- Are guests greeted with a cheery “hello”.
- Is access and lighting adequate for customers to see your displays and products?
- Is your product signage informative and clear?
- Do you have a place where an elderly or disabled person could sit down?
- Do your employees look neat and professional?

Spruce Up Your Online Presence

Update computer programs and virus packages to maintain the best experience for your customers and you and your employees. Check copyrights, policies, domain name expiration, etc. Do all the links still work? Are holiday greetings, graphics and offers removed?

Review your goals and marketing plan to be sure you capture the most sales possible on your Website.

- Can a visitor to your home page tell within a few seconds what you do and whether they might be a likely customer?
- Test your "Contact Us" form to be sure it still works.
- Is the information, current employees, contact information correct on the appropriate pages?
- If you have a Frequently Asked Questions (FAQ) page, is it still current and accurate? Does it truly reflect questions people really ask?
- Have you added or changed any social media profiles lately? Make sure your social media links are clear and accurate, and that they reflect only social media platforms where you are active.
- Set an appropriate schedule to engage customers and prospects on social media. Keep it fun, informative and regular.
- This information comes from <http://www.smallbizspoken.com/700/small-business-spruce-up-checklist/T>

National Marketing Campaign to Attract Skilled Workers, Businesses to Greater DSM

- The Greater Des Moines Partnership has launched a digital marketing campaign to encourage prospective talent from across the country to consider Des Moines as their new home.
- The theme: Live Life Without Compromise
- The campaign also focuses on business recruitment
- “We have a story to tell and now is the time to tell it. Doing so will benefit the entire region.” Dan Houston, 2018 GDMP Chair
- Share your story to the #DSMUSA Facebook Group, as a blog post at ambassadors@DSMpartnership.com or in a video at DSMpartnership.com/living here.

Trips/Events with Greater Des Moines Partnership.

See More at <https://www.dsmpartnership.com/>

- The Global Insurance Symposium, April 24 – 26 at Community Choice Credit Union Convention Center. globalinsurancesymposium.com
- 39th Annual Trip to Washington, D.C.
 - May 9 – 11
 - Promote regional and local priorities to Congressional Leadership
 - <http://members.dsmpartnership.com/events/details/dmdc-2018-05-09-2018-55867>
 - Best of China
 - October 10 – 20
 - <http://members.dsmpartnership.com/events/details/best-of-china-trip-10-10-2018-55887>

Free Business Counseling

- Justin Akers, Regional Director of the Mid Iowa Small Business Development Center provides business counseling in Warren County at Warren County Economic Development Corp the 2nd Thursday of each month..
- 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 Warren County Economic Development at 515/ 961-0167. Or contact Justin at his office at 515/ 331-8954 or Email: jjakers@iastate.edu

Time to Submit Something for the Welcome Packs: What will new residents learn about your business or organization?



**Peoples Bank
provided these bags
for Welcome Packs.**

- Benefits of your Chamber Membership include delivery of your messages to new prospects through the Chamber's Welcome Packs that are handed to new-to-town homeowners.
- Welcome Packs for the next 2 months will be put together on May 1st.
- Contact Barbara Rasko at 515/210-3571 if you have something to drop into the Welcome Pack: Flyer, business card, pen, coupon, invitation to visit your business, etc.

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!



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 on a regular basis. **If you have not liked a post from the Chamber (or your sister) in the last month or so, you will no longer see information from that person.**
- We will "Like" our Chamber members and share your business and event-related posts.
- Please share our news, too!
- **We hit 1,012 Likes on Facebook this month! Are you one of them?**

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, are numbered 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

www.carlisleiachamber.org

Carlisle Area Chamber of Commerce
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27 School Street
Carlisle, Iowa 50047

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