



THE NATURAL CHOICE

Carlisle Area Chamber of Commerce

Chamber Highlights

NEW YEAR'S RESOLUTION

NEW YEAR'S RESOLUTION...



The Carlisle Area Chamber of Commerce has set a goal for their 2013 New Year's Resolution of reaching 2000 'likes' on Facebook. We will need everyone's help in accomplishing this goal. Please pass the link below to your friends, family, or business associates via an existing Facebook or Email account.

<https://www.facebook.com/carlisleiachamber>

The more people that keep on passing the link, the more potential for our "Like" count to grow.



We also have set up a Twitter account. So, if you would like to also follow us on Twitter, here is the link for the Chamber:

<https://twitter.com/CarlisleIaChamb>

If you have an event, discount coupon or anything that you would like to share via Facebook or Twitter, please forward to: elee@carlisleiachamber.org and we will help you spread the word! If you are unfamiliar with



Facebook or Twitter, we will be holding a workshop at the Regular March Chamber meeting for our members and their employees. At this meeting, you will learn how to set up your own account so that you can start following people/businesses on either of these two media options.

The Chamber is doing this in an effort to help promote our local businesses by making our community more aware of services and events right here in Carlisle!

**THANK YOU FOR YOUR
HELP IN GETTING OUR
'LIKE' COUNT
UP TO 2000 !**

2013

EXECUTIVE BOARD

AND OFFICERS

Chamber Officers

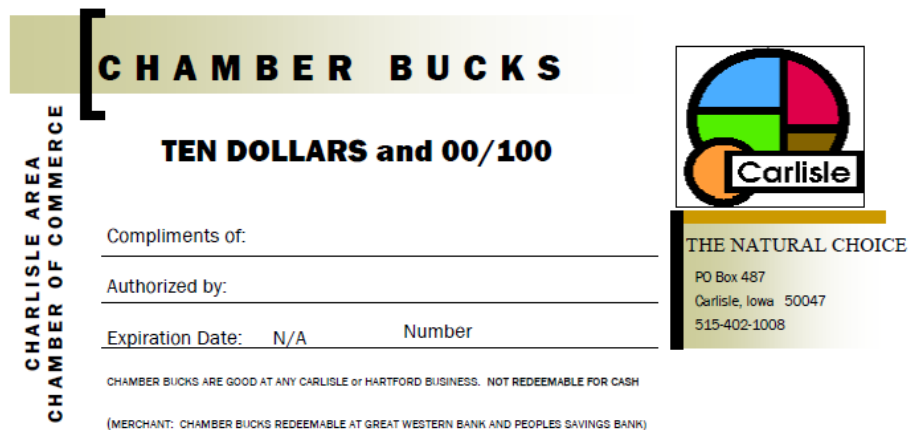
President	Paul Nolte
Vice-Pres.....	Scott James
Secretary	Dan Crum
Treasurer	Janie Norton

Exec Board Members

Paula Mahnke	12.31.2013
Tammy Davis	12.31.2013
Carroll Hunter	12.31.2014
Kay Scholl	12.31.2014
Todd Huguen	12.31.2015
Kathy Stravers	12.31.2015
Toby Tyler	12.31.2013
(ex-officio)	

CHAMBER BUCKS

If you received one of these CHAMBER BUCKS coupons at your place of business, DO NOT TURN AWAY. They can be included in your deposit at either Great Western Bank or Peoples Bank. Several are given throughout the year as gifts/prizes. However, be aware that they are printed on a special paper and will have the signature of a Chamber Board Officer.



WELCOME – NEW CHAMBER MEMBERS



**Meet
Dr.
Chelsea
Sogard**

Dr. Sogard joined Dr. Mark Gvist at the Carlisle Chiropractic Clinic. Dr. Sogard is a Carlisle HS, NW Missouri State and Logan College of Chiropractic graduate.

Give Dr. Sogard a call at 515.989.0097 to set up an appointment.

VFW Post #2099

We welcome back the Carlisle VFW Post located at 34 School Street. They support many of the Veteran's Affairs for our Community.

UgLee Lawn Care

Chris Lee, owner of UgLee Lawn Care. Give Chris a call at 515.979.6465 for your lawn care needs.

**WE WELCOME THESE
NEW MEMBERS INTO
THE CARLISLE
BUSINESS
COMMUNITY**

RECENT EVENTS

LEGISLATIVE LUNCHEON



Representative Julian Garrett



Senator Kent Sorensen



Matt Hinch, from the GDMP



Representative Scott Ourth



Toby Tyler,
President,
welcoming people
from the Carlisle,
Indianola &
Norwalk Chambers,
the GDMP and
Legislators.



DECEMBER REGULAR CHAMBER MEETING

MWA GRANT



The December Regular Chamber meeting was again a Highlight of the year! Success stories of several businesses were shared following a delicious meal prepared by the Carlisle Historical Society.



LIGHT UP CARLISLE



170 children visited Santa during this year's Light Up Carlisle event. The Chamber wishes to THANK ALL who helped to make this event a success! This includes the following Businesses: **The Antique Tractor Showcase, Carlisle Foods, Fiss', Great Western Bank, Marble Works, Snap Fitness, Stadium View/Johnny & Mike's Pizza and Peoples Bank.** Also a special THANKS to Todd Huguen Photography for furnishing FREE photos for the children.

We also need to THANK ALL the volunteers who helped at the Carlisle Public Library and the Carlisle Fire Department; Kim Howland, the Middle School Band Instructor and some of her band students; The Singers at the Carlisle Methodist Church and to the people who helped decorate the Randleman House.

**AND THANK YOU TO THE ENTIRE COMMUNITY
FOR COMING OUT TO PARTICIPATE IN THIS
ANNUAL FESTIVE EVENT!**



LIGHT UP CARLISLE (cont)



UPCOMING EVENTS

CHAMBER ANNUAL DINNER

**The Annual Dinner for the Carlisle Area Chamber of Commerce
will be held at the Summerset Winery on**

Saturday, January 5, 2013.

**At this time, Peggy Fogle, the Citizen of the Year; Fiss', Business of
the Year and Rod Smith, Friend of Education will be recognized.**

Dr. Richard Deming,

Founder and Chairman of Above Beyond Cancer,

will be our guest speaker.

Call 515.402.1008 for more information

OPENING NIGHT LEGISLATIVE RECEPTION

When: January 14

Time: 5:00-7:00pm

Where: Community Choice Credit Union Convention Center at Veteran's Memorial Auditorium

Registration Fees:

Partnership Investors & Regional Affiliate Members: \$15.00

Non-Members: \$30.00

What is the Legislative Reception?

A reception to welcome the 85th Iowa General Assembly to Greater Des Moines with great food and networking from around the metro.

THANKS to Contemporary Catering for furnishing the "Taste of Carlisle" for our Chamber again this year!

UPCOMING MEETINGS

NO REGULAR CHAMBER MEETING IN JANUARY

**THE ANNUAL DINNER ON
JANUARY 5TH REPLACES
THIS MEETING.**



FEBRUARY REGULAR CHAMBER MEETING

The Regular Chamber meeting in February will be held on Tuesday, February 12th at 12:00 noon at the Family Life Center, 405 School Street, Carlisle. Neil Ruddy, City Administrator and Mayor Ruth Randleman will give an update on any upcoming City projects.

MARCH REGULAR CHAMBER MEETING

Make plans now to attend the March Regular Chamber meeting. This meeting will be held on Tuesday, March 12, 6:00 pm at the Middle School. At this meeting, we will have a 'hands on' workshop on how to set up your own Facebook and Twitter pages. This workshop will be open to any of your employees that would also like to take advantage of this opportunity. The Chamber is promoting Social Media as a Business Tool in an effort to expose your services to our local community.

DISCOVER THE CHAMBER

Here is the 2013 Schedule for Annual Dues. If you know of a business that might be interested in joining, please contact Ethel at 515.402.1008.

PLATINUM LEVEL - \$2,500

Full Membership Benefits for (5) five people
4 seats to Annual Dinner
One 4 person team for Golf Outing
10 tickets to I-Cubs Chamber night
Sponsorship on ALL Chamber Events

GOLD LEVEL - \$1,000

Full Membership Benefits for (2) two people
2 seats to Annual Dinner
5 tickets to I-Cubs Chamber night
Named sponsor of Teacher Appreciation Breakfast

SILVER LEVEL—\$500

Full membership Benefits for (2) two people
1 seat to Annual Dinner
Named sponsor of Teacher Appreciation Breakfast

BRONZE LEVEL - \$400

Full Membership Benefits
Named sponsor of Teacher Appreciation Breakfast

BASIC LEVEL - \$300

Full Membership Benefits

INDIVIDUAL (NO Business Connection)/Non-Profit/Churches - \$125

Community awareness

It takes the efforts of everyone to build a GREAT COMMUNITY!

THANKS.....

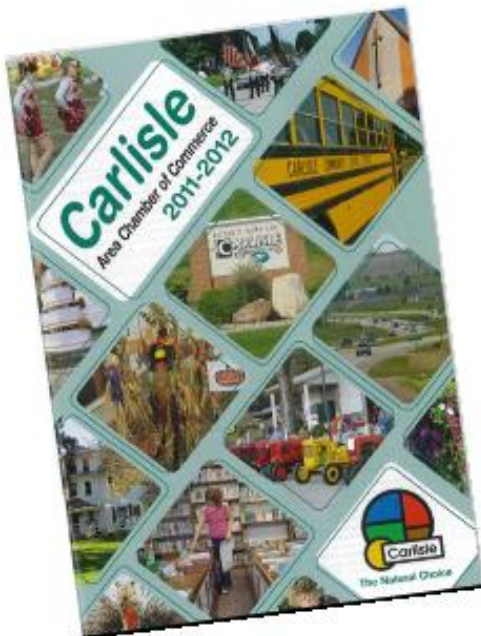
**To all of the businesses that have been faithful in our
Chamber Community over the years!!!**

- Lunch is included in Full Membership Benefit for Regular Monthly meetings

CHAMBER MEMBERSHIP BENEFITS

BENEFITS FOR BEING A CHAMBER MEMBER

- Inclusion in the Chamber's website member page listings
- Inclusion in the Greater Des Moines Partnership's website member page listings
- Community ownership, awareness and pride
- Sponsorship/Advertising opportunities
- Local business networking
- Access to FREE benefits that are provided by the Greater Des Moines Partnership and ability to promote your business regionally through various meetings and workshops



ALSO.....

By being a Chamber member, you will have the name of your business listed in the new 2013-14 Directory that will be printed next Spring. Your business will be listed alphabetically and by Industry Type FREE OF CHARGE. If you want to place an ad for further promotion, you will be given that opportunity.

So, spread the word, IT IS GREAT BEING A CHAMBER MEMBER !!!

CHAMBER MEMBERSHIP BENEFITS (cont)

Survey: Chamber Membership is Effective Business Strategy

Alexandria, Va. (Nov. 30, 2012) – A national survey of 2,000 adults reveals that being active in a local chamber of commerce is an effective business strategy because two-thirds of consumers believe that such companies use good business practices, are reputable, care about their customers, and are involved in the community.

The study, conducted by The Schapiro Group, an Atlanta-based strategic consulting firm, found consumer perceptions of chamber members to be positive in many ways:

- When consumers know that a small business is a member of the chamber of commerce, they are 49% more likely to think favorably of it and 80% more likely to purchase goods or services from the company in the future.
- If a company shows that it is highly involved in its local chamber (e.g., is a chamber board member), consumers are 10% more likely to think that its products stack up better against its competition.
- When consumers know that a national restaurant franchise is a member of the chamber of commerce, they are 68% more likely to eat at the franchise in the next few months.
- When consumers know that an insurance company is a member of the chamber of commerce, they are 36% more likely to think favorably of the company.

Major Impact on Small Businesses

Small businesses represent the largest segment of most local chamber membership rolls, and the study indicates that chamber membership has consistent and powerful benefits for small business members—if consumers are aware that the small business is involved with its local chamber.

For example, if respondents know that a small business is a member of its local chamber, the business enjoys a 49% increase in its consumer favorability rating, a 73% increase in consumer awareness, a 68% increase in its local reputation, and an 80% increase in the likelihood that consumers will patronize the business in the future.

Most people know fairly well what their local chambers do; the study assessed the effect of this knowledge on perceptions of chamber members. The researchers said “*any* belief about the chamber of commerce—whether that belief was true or not—could have a significant positive impact on how someone views a member... he or she is more likely to think that the [member] company’s products stack up well and have a favorable opinion toward the company.”

The key factor in developing and maintaining positive consumer perception of chamber members, the Schapiro Group said, was that “positive outcomes only occur when consumers know that a business is a chamber member (i.e., being involved in the chamber is a known facet of the company's reputation).”

Accordingly, when consumers know that a large business is a member of the chamber, they are likely to patronize the company more often, to express favorable opinions about the company, to know more about the company, and to buy the company's products. The strength and nature of these effects differ by industry:

CHAMBER MEMBERSHIP BENEFITS (cont)

Large Restaurant Chains

When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 15% more likely to report knowing a lot about the franchise, 58% more likely to eat at the franchise more often, 68% more likely to eat at the franchise in the next few months, and 37% more likely to think favorably of the franchise. Among consumers who do not eat at the franchise so often, those who are aware that the franchise is a member of the chamber are 33% more likely to hold favorable opinions of the franchise. Among consumers who hold less favorable opinions of the franchise, those who are aware that the franchise is a member of the chamber are 65% more likely to eat there in the coming months.

Insurance Companies

When consumers know that an insurance company is a member of the chamber of commerce, they are 29% more likely to report knowing a lot about the company, 36% more likely to think favorably of the company, and 36% more likely to consider buying insurance from it. Among consumers who hold less favorable opinions of the insurance company, those who are aware that the company is a

member of the chamber are 25% more likely to consider purchasing insurance from it. Among those who have not considered purchasing insurance there in the past, chamber membership increases that likelihood by 37%.

Automobile Manufacturers

When consumers know that an auto manufacturer is a member of the chamber of commerce, they are 21% more likely to have a favorable opinion of that company and 31% more likely to consider purchasing their next car from that company. Among those who have ever considered buying a car from a particular auto manufacturer, chamber membership leads to a 44% increase in consumers' likelihood of purchasing a car there in the future.

The study, commissioned by the American Chamber of Commerce Executives (ACCE), in cooperation with the Western Association of Chamber Executives, was sponsored by Insperity, a Houston-based company that provides human resources and other business services to more than 100,000 businesses nationwide. J. Mac Holladay, founder and CEO of Market Street Services, an

economic development firm in Atlanta, was a key contributor of concepts used to develop the study.

The new study tracks similar data reported by The Schapiro Group in 2007. "Despite changes in markets and demographics, a nagging recession and the growing influence of the internet, the chamber brand today is stronger and more dynamic than ever," said ACCE President Mick Fleming. "We're proud that the numbers prove, once again, that engagement in a chamber means a positive perception of the business in the eyes of the buying public."

About

ACCE

Established in 1914, ACCE is the only national association serving the professional development needs of executives and managers of chambers of commerce throughout the U.S. and Canada. Representing more than 7,300 chamber employees, ACCE enhances the knowledge, leadership skills, and management effectiveness of chamber professionals and their staffs through its education, research, publications, certification, trends analysis, benchmarking, and promotion of best practices.

UNION PACIFIC'S TRAIN TOWN - USA

Carlisle, Iowa has been awarded a membership in Union Pacific's Train Town USA Registry as part of the railroad's year-long 150th anniversary celebration.

Carlisle received an official Train Town USA resolution signed by Union Pacific Chairman Jim Young, and Carlisle's historical connection with the Union Pacific will be featured at www.up150.com.

"We are proud to recognize Carlisle as we commemorate our railroad's sesquicentennial celebration and growing up together," said Brenda Mainwaring, Union Pacific director - Public Affairs for Iowa and Nebraska. "Union Pacific has been part of the country's fabric throughout the railroad's 150-year history. That bond between us and the nearly 7,300 communities we serve continues to strengthen."

"Our shared heritage with Carlisle is a source of pride as we remember our past while serving and connecting our nation for years to come."

During the 1860's the Iowa and Minnesota Railroad acquired right of way for a planned railroad line from Des Moines to the Missouri state line and eventually to Kansas City. The right of way was transferred to the Des Moines, Indianola and Missouri Railroad Company which constructed a line from

Des Moines through Carlisle to Indianola in 1871. A branch to Winterset was added in 1872. These lines were consolidated into the Chicago, Rock Island and Pacific Railway Company in 1880.

In 1913, the Saint Paul and Kansas City Short Line Railroad Company established the short line junction at Dean Avenue and SE 18th Street in Des Moines and constructed another line south through Carlisle. It extended through Hartford and Beech to Allerton, Iowa, and became known as the short line between Des Moines and Kansas City. It was leased to the Rock Island and eventually consolidated into the Rock Island system in 1948. From 1945 until the 1960's, it was the route of the Twin Star Rocket Streamliner passenger train between the Twin Cities and Houston. When the Indianola branch was abandoned in 1998, it was successfully rail-banked and converted into the Summerset bicycle/pedestrian trail. The Chicago & North Western acquired the line from the Rock Island in 1983. Union Pacific merged with the C&NW in 1995.

About Union Pacific

It was 150 years ago that Abraham Lincoln signed the Pacific Railway Act of July 1, 1862, creating the original Union Pacific. One of America's iconic companies, today, Union Pacific Railroad is the principal operating

company of Union Pacific Corporation (NYSE: UNP), linking 23 states in the western two-thirds of the country by rail and providing freight solutions and logistics expertise to the global supply chain. From 2000 through 2011, Union Pacific spent more than \$31 billion on its network and operations, making needed investments in America's infrastructure and enhancing its ability to provide safe, reliable, fuel-efficient and environmentally responsible freight transportation. Union Pacific's diversified business mix includes Agricultural Products, Automotive, Chemicals, Coal, Industrial Products and intermodal. The railroad serves many of the fastest-growing U.S. population centers and emphasizes excellent customer service. Union Pacific operates competitive routes from all major West Coast and Gulf Coast ports to eastern gateways, connects with Canada's rail systems and is the only railroad serving all six major Mexico gateways.

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mwdavis@up.com.

www.up.com
www.facebook.com/unionpacific
www.twitter.com/unionpacific
www.up150.com
www.upstore150.com

OTHER ANNOUNCEMENTS



Coming to the Randleman House in February, Agatha Christie's "The Mousetrap".

The kids from the Carlisle High Drama Club are doing it again! Under the able direction of drama coach Jon Wright, the CHS kids will be doing a benefit play for CAHS. We will be presenting Agatha Christie's "The Mousetrap," Broadway's longest running play which has been in continuous production for over 60 years! The play is set in early 20th century England. The guests are snow bound in a wonderful old manor house. Is there a murderer lurking outside.....or is the murderer one of them? A mysterious person has a trap set for three little mice. Who will be next?

Our performance is scheduled for two full weekends, February 8th and 9th at 7 pm plus a matinee on Sunday Feb 10th at 2 pm. The same schedule will run the following weekend Feb. 15, 16 & 17. As you know seating is very limited at the Randleman House but the atmosphere is perfect. All seats are general admission and priced at \$10.00. If you plan to come you must reserve a place early as the tickets go very fast. Send an e-mail to: cahsplays@gmail.com detailing your order. This is strictly on a first come first served basis. The performance two years ago was sold out every night. We hope for the same fantastic response this year.

HISTORICAL SOCIETY CALENDAR

RANDLEMAN HOUSE

BUFFET BREAKFAST at
245 Pennsylvania, Carlisle,
will resume, 8-10:30 am
on the fourth Saturday of
each month.

\$8 adults, \$5 children 5-
10, under 5 free

**To reserve the Randleman
House for an event, call
Mary Sue: 515-989-0210
after 7 pm**

SOLES 4 SOULS



The Avondale Animal Clinic is a collection site for the Soles for Souls. Used shoes can be brought to the main entrance of the clinic and where there is a collection box. This organization collects new, like new and used shoes to give to victims of disasters as well as 3rd world countries where the need is so great. Their

headquarters are in Old Hickory, Tennessee and to date has distributed over 19 million pairs of shoes to 127 countries. They support 3rd world enterprise programs in Haiti, Tanzania, Bolivia, Togo and Pakistan. There are over 300 million children alone that need shoes as well as millions of adults. There are over 700,000 tons of shoes and clothing apparel that are put in landfills, so if some of that could be distributed to those in need it would make a huge difference. Dirty shoes or even high-heeled shoes can be

donated as those create jobs for people to clean the shoes and remove the heels. Even one flip flop can be donated, for example!

This organization also has other segments for donations:

Cothes4Souls
Hope4Souls
Travel4Souls

Avondale just participates with the Soles4Souls project. You can learn more about the program by going to www.giveshoes.org.

GREAT JOB AVONDALE !!!

LIVE HEALTHY IOWA

Dear Community Wellness Leader,

Our county has been selected by Live Healthy Iowa as one of twenty communities to receive outreach attention in 2013.

Live Healthy Iowa is committed to working with our city and county to create a healthier community. Public Health, Iowa State Extension, Iowa Games and The Iowa Sports Foundation support Live Healthy Iowa. LHI corporate sponsors are committed to making Iowa the healthiest state in America and work in concert with the Governor's Healthiest State Initiative.

As a wellness champion, we are hopeful that you will consider participating as a member of the county wellness coalition organizational committee.

Wellness Coalition Meeting

Monday, January 14, 2013

10:00 a.m.

City of Indianola

City Hall Training Room

110 North 1st St.

Indianola, IA 50125

Live Healthy Outreach Coordinator, John Stevens, will be the program presenter. We will hear about

- ☐ Why we need to form a county wellness coalition
- ☐ The recommended composition of a county wellness coalition
- ☐ How to use a common event to promote a wellness culture
- ☐ Process steps to be considered
- ☐ Wellness metrics to keep in mind
- ☐ Free materials for K-12 students


See you on Monday, January 14 at 10:00 a.m.




The Natural Choice

WE'RE ON THE WEB!

www.carlisleiachamber.org

See us on facebook 

www.facebook.com/carlisleiachamber

Twitter 

<https://twitter.com/CarlisleIaChamb>

Carlisle Area Chamber of Commerce
PO Box 487
Carlisle, IA 50047

An Affiliate of the Greater Des Moines
Partnership and partnership with the Warren
Co. Economic Development Corp

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E-mail: elee@carlisleiachamber.org

MISSION STATEMENT

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

List of Chamber Members

PLATINUM MEMBERS:

Carlisle Comm School
Great Western Bank
Wrights Used Cars

GOLD MEMBERS:

Mid-American Energy
Peoples Bank

SILVER MEMBER:

Carlisle Center for Wellness & Rehab
Carlisle Chiropractic Clinic
Central Iowa Insurance
Community Bank
James Oil Company

BRONZE MEMBERS:

ANCO Mechanical Insulation
Carlisle United Methodist Church
General Mills
Goodhue Nolte Ins

21st Century Rehab

AJ's Service

Avondale Veterinary Healthcare

Bartholomew Construction Co.

Bartholomew Farms Ltd

Bishop Electric

Bubba's Washboard

Cal's Fine Food & Spirits of Carlisle

Carlisle Auto Wash

Carlisle Citizen

Carlisle Dental

Carlisle Foods

Carlisle Veterinary Clinic

Carlisle VFW Post #2099

Casey's General Store #14

Casey's General Store #1676

City of Carlisle (2)

Coldwell Banker, Paula Mahnke

Contemporary Catering

Custom Structures, Inc.

D. Wright Construction, LLC

Dance 2 Xtreme

Datavision, Inc.

Dental Professionals (2)

Edward Jones, Joe Schettler

etc|graphics, Inc.

Fiss'

Greenwood's Sewer Service

Heartland Co-op

Hitters Indoor Batting Cages

Hubbell Realty, Joe Pietruszynski

InnovativeEvents

Iowa Elevator Systems and Service

Iowa Realty, Michelle Greene

Johnny & Mike's Pizza

Marble Works, Inc.

Medicap Pharmacy

Mercy Carlisle Family Practice Clinic

Metro Waste Authority

Murphy Tower Service, LLC

My Sister's Place

National Playground Compliance Group

Ohnemus Construction

Optometric Assoc of Warren Co. P.C.

P & E Engineering Co.

Peglow Art & Design Publishing

Peterson Funeral Home

Record-Herald and Indianola Tribune

River Bottom Raceway

Roberts Htg, Cooling and Plumbing

Sandstone Management

School Street Scholars Daycare

Scotch Ridge Vineyard

Snap Fitness

South Park Apartments

Stadium View

Stuyvesant & Benton (2)

Subway

Summerset Winery

The Cutting Edge

TMC Auto Body

Todd Hugen Photography

UgLee Lawn Care

Webb's RV Park

Woodhouse and Lee Construction

Wyckoff Industries

INDIVIDUAL MEMBERSHIPS:

Antique Tractor Showcase

Carlisle Area Historical Society

Carlisle Christian Church

Carlisle Girls Softball Association

Carlisle Little League

Carlisle Soccer Club

Carlisle Public Library

Holy Cross Lutheran Church

Hunter, Carroll

Watkins, Larry