

JAN/FEB 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 Calendar!

- Chamber Meeting Feb 9
Randleman House with
Mayor Ruth Randleman
- Chamber Meeting Mar 10
Breakfast at Subway with
Supervisor Doug Shull
- February 7 – Wild Women
on Wine, Summerset
Winery,
- February 28 – Breakfast
Buffet, Randleman House
- March 6, 7, 8 and 13,
14,15 Radio Show at The
Randleman
- March 28 – Easter Egg
Hunt
- March 28 – Breakfast
Buffet, Randleman House
- April 18 - PEACH Affair

Be In The Know

- 2015 Executive Board
- Celebrating 25 Years!
- 2014 Recap Available
- Betterment Grants
- Marketing Your Business
- Professional Development
Tips
- Pay Dues by Credit Card
on Tikly.com
- 2017 Employment News
- Greater Des Moines
Partnership
- Light Up Carlisle pics
- Like Us on Facebook
- Chamber Bucks
- \$5,000 Biz Bounty
- Chamber Mission
- Chamber Contact Info

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.





Let's Celebrate the Carlisle Chamber 1990 - 2015

Enterprising entrepreneurs have been doing business in Carlisle since the winter of 1846-47. On January 8, 1850, Jeremiah Church established the Post Office and was also the first merchant in Dudley (after the floods of 1851, the town was moved to present day Carlisle), along with early shopkeepers, Abraham and Jack Shoemaker. Dr. W.H. Ward was the first Doctor. It is likely these early business men networked and worked together to grow their community.

The Businessmen's Monthly Lunch was going strong for decades with tasty meals like chicken and noodles or roast beef, and pie, always pie, being served by the ladies at the American Legion.

By 1990 the group began operating more like a "chamber" and organized to become chartered as a chamber.

This year we will celebrate the Carlisle Area Chamber of Commerce's 25th Year. If you have stories or pictures to share, please call 515.402-1008.



Chamber Meeting, February 9: *Reservations Required*

Chamber Meeting, 12:00 -1:00 p.m.,
The Randleman House

Mayor Ruth Randleman will provide an update on the City.

Chamber Expert: Mary Sue Van Ryswyk,
Carlisle Area Historical Society.

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

Email Brasko@CarlisleIAChamber.org by February 5 to RSVP

Annual Dinner Recap

- Nearly 100 people enjoyed the evening as the Chamber celebrated 2014.
- Joseph Allen Wimp, Carlisle High School graduate and world traveler, was the speaker.
- Citizen of the Year: Sally Snyder
- Business of the Year: Sandstone Management
- Friend of Education: Clint Smalley
- *The Annual Dinner program also carried the 2014 Annual Report and Carlisle Community Schools facts. To get copies, please call 515.402-1008*

Carlisle Chamber of Commerce Community Betterment Grants

The Carlisle Chamber Gives Back and Surprised the First Betterment Grant Recipients at the dinner.

- Carlisle Police Department \$400
Emergency Call Box
- Carlisle Fire Department \$244.65
Emergency Roadside Flashers
- Carlisle City \$413
Council Tablets Covers
- Carlisle Historical Society \$500
Towards Summer Kitchen Remodel

Chamber Meeting, March 10

Chamber Meeting, 8:00 – 9:00 a.m.
Subway

Doug Shull, Chair
Warren County Board of Supervisors

Chamber Expert: Subway

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

Marketing Your Business to Retain and Attract Customers

- **Businesses and organizations, big or small, market (talk to) customers and prospects. Here's a one minute marketing exercise for any business:**
 - Pick up your marketing piece, or jump on your Website.
 - Record the number of times the copy says YOU on the front or first page.
 - You was found ____ times
 - Record the number of times the copy says “we”, “us”, “our” or “I.”
 - These words were found _____ times
 - Who feels important when they see your message?

Marketing Your Business

Scott Flood in *The Single Most Powerful Word in Marketing (It is not FREE)* reminds us, “When someone uses “you” in conversation, a person subconsciously perks up such as when they hear their name.

Using the word “you” tells our brains someone is sending a message intended specifically for us, so our subconscious prods us to pay closer attention to the rest of the message.

“You” is even more effective because so many companies and organizations use it sparingly, if at all. Many Websites and marketing materials frequently use “we” and “us” and “our”.

Professionals and executives have a similar tendency to overuse “I,” “me,” and “my.”

from Essent® January 2015

SO ... get the prospects attention by speaking to them (You) and make it clear how they will benefit when they are doing business with you.



Professional Development Tips for Success and Less Stress

- Spend the minutes of your day wisely
 - Plan tomorrow before tomorrow arrives.
 - Block sections in your calendar with specific times in the week for family time, appointments, meetings, prospecting, customer service, responding to emails and phone calls and emergencies, lunch, exercise, and free time. Get up and walk around for a few minutes every hour ... it refreshed the brain.

Professional Development Tips for Success and Less Stress

- Have a to do list and work through it.
 - Stop multi-tasking. Do and complete one things at a time
 - Do the most important thing on your to-do list first every day.
 - Check email and social media accounts at the time blocked for them on your calendar ... not every time you hear the “ding”.
- Be clear and concise in communication
 - Block time to communicate. Pick up the phone and call. It builds relationship and takes less time to get an answer.
 - Send shorter, to the point emails or texts.



Professional Development Tips for Success and Less Stress

- Learn, Network, Stay Sharp and Motivated
 - Select the best book, newsletter or Website for your industry and stay informed on the latest best practices and forecasts for the future.
 - Attend a professional conference or convention in 2015 to learn new ideas, hear from industry leaders, network with your peers and take a break.
 - Selling and customer service are key in any industry.
- Learn as much as you can about these topics.
 - Practice your skills everyday.
 - Set goals and put systems in place to meet your goals.

Save the Dates for Community and Special Events

- February 27 – Wild Women on Wine, 7-10 p.m., Summerset Winery, tickets at www.summersetwine.com
- February 25 – Carlisle Area Chamber of Commerce Business and Community Guide released
- February 28 – Breakfast Buffet at The Randleman House
- March 6, 7, 8 and 13, 14, 15 Radio Show at The Randleman House by Carlisle High School Drama Club and Carlisle Area Historical Society
- March 28 – Easter Egg Hunt
- March 28 – Breakfast Buffet at the Randleman House
- April 18 - PEACH Affair

Soup Super to Benefit 4-H

- SATURDAY, JANUARY 24TH
- 4PM– 7PM
- INDIANOLA AMERICAN LEGION
- 105 W 1st Ave. Indianola
- Free Will Donation
- Proceeds will go to the Warren County 4-H Foundation which provides money for 4-H scholarships, grants, and educational workshops.



Weekend Breakfast at Cal's Fine Foods and Spirits

Saturday and Sunday

Breakfast 10:00 a.m. – 1:00 p.m.

- Biscuits and Gravy
- Steak and Eggs, hash browns & toast
- Chicken Fried Steak and Eggs, hash browns and toast
- Smothered Hash browns
- Omelets
- Breakfast Burritos
- Breakfast Pizza And more!

Monthly Breakfast Buffet at the Randleman House

- The Carlisle Area Historical Society invites you to enjoy a delicious all-you-can-eat breakfast buffet.
- 4th Saturday of each month
- Adults \$8.00
- You get a great meal in a beautiful turn-of-the-century home with lots of friends old and new!

CAHS and The Carlisle High School Drama Club present

THE RADIO SHOW

Relive the golden oldies or hear them for the first time!

Father Knows Best Sorry, Wrong Number
Fibber McGee & Molly

Drama

Music

Vintage
Ads

Comedy



Before TV and the internet there was radio!
Plays were broadcast live in front of an
audience. Spend an evening in a different era!

The Randleman House 235 Penn Carlisle
March 6, 7, & 8/ 13, 14 & 15
Seating very limited gen admission \$10.00
For tix: e-mail cahsplays@gmail.com
or stop in at Mary Sue's Salon

Warren County Extension Classes

- Free Cooking and Nutrition Classes for Parents with children under 10 yrs. old or pregnant and/or for providers
- WE CAN HELP YOU: ◻ Save money – shop and waste less food ◻ Save time – at the store and in the kitchen ◻ Help picky eaters – try new foods ◻ Learn how to make easy and low-cost meals ◻ Try new meal ideas ◻ Strengthen family relationships
- Mondays, March 2 thru April 27, 2015 12:30-2:00 pm (skip March 16 -spring break) First United Methodist Church, 307 Ashland Ave., Indianola Free Child Care
- Tuesdays, Feb. 17–April 14, 2015 (skip 3-17-15) 6:30 pm – 8:00 pm Martensdale
- Contact kpierson@iastate.edu for more info

Warren County Extension Classes

- Supporting Local Food Systems Master Gardener 2015 Winter Webinar Series
- In the Community 6:30-8:30PM Thursday, February 12, 2015 Hear how Master Gardeners are teaching in community gardens and growing produce for food banks.
- Back to School 6:30-8:30PM Thursday, March 12, 2015 Learn how Master Gardeners are engaging in school gardens and supporting systems change for health.
- Webinars count towards Master Gardener educational hours.
- Join local Master Gardeners to watch the webinars at: Warren County Farm Bureau, 200 West 2nd Ave, East entrance, Indianola IA 50125
- Contact kpierson@iastate.edu for more info

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

Surprising Forecast for Employees in the Central Iowa Area

- The Workforce and Education pillar of the Greater Des Moines Partnership is concerned that, in 2017, the Central Iowa Area will not have the employees available to fulfill the demand from business.
- To help increase the number of people available in the workforce, GDMP actively encourages those who have left Iowa to return.
- EDGE (Education Drives a Greater Economy) is a program that has the Partnership working with schools to prepare students for jobs that will be waiting for them.

Greater Des Moines Partnership

- Your membership with the Carlisle Area Chamber of Commerce includes dual membership with the Greater Des Moines Partnership. This offers opportunity to network with regional peers, find new clients, stay informed on legislation and business regulations, and build professional development and marketing skill online and in person.
- The Partnership has 21 Regional Affiliate Chambers of Commerce and 5,300 members in seven central Iowa counties.
- The Partnership is the 4th largest Chamber in the United States and is in the 91st largest MSA (metropolitan statistical area) in the United States.
- The Partnership's mission is focused on regional economic development, workforce development and education, downtown development and regional small business development.

Greater Des Moines Partnership State Legislative Priorities

- The Greater Des Moines Partnership gathered input from chamber members and developed this list of priorities to address with State Legislators in 2015.
- You are invited to participate in the efforts to educate the lawmakers on these issues. The Carlisle Chamber was represented at the Opening Night Reception.
- Advocacy 101: Orientation and Training for Day on the Hill, February 11, 11:30 – 1:00 a.m. Greater Des Moines Partnership,
- Day on the Hill at the Statehouse, February 19, Room 116, 7:30 – 9:00 a.m.

Greater Des Moines Partnership State Legislative Priorities

- The Partnership supports the creation and finding of a biochemical production tax to aid the expansion of the bio economy and create new jobs in the Cultivation Corridor.
- The Partnership supports implementing the Iowa Core to establish statewide 21st Century learning standards and comprehensive student achievement assessments aligned to globally competitive critical learning skills.
- The Partnership supports the priorities of Connect Iowa, which is working to ensure that all Iowans have access to broadband, which will drive economic growth.

Greater Des Moines Partnership

State Legislative Priorities

- The Partnership supports full funding for the Natural Resources and Outdoor Recreation Trust Fund, which will go toward creating and maintaining parks, trails, habitats and waterways.
- The Partnership supports a broad-based review of Iowa's Public Pension plans to assure retirement security for public employees while limiting future growth in pension debt.
- The Partnership supports finding new or alternative sources of surface transportation revenue, including an incremental increase in the fuel tax and continued improvements to the existing Road Use Tax Fund.

Greater Des Moines Partnership State Legislative Priorities

- The Partnership supports giving businesses and individuals the option of either retaining the ability of deduct federal income taxes or choosing to forgo federal deductibility in exchange for significantly reduced state income tax.

To see the full agenda, go to

www.desmoinesmetro.com/policyagenda or request a print copy at (515) 285-4950.

This year, the Partnership will also hold a Caucus Federal Issue Series in anticipation of the Iowa Caucus season. Check for events on www.desmoinesmetro.com/events

Greater Des Moines Partnership Wellness Toolkit

- The Partnership has created a toolkit of posters and handouts for business owners to quickly and easily use to help employees seeking a more healthy lifestyle.
- Monthly themed posters, handouts and email tips are available at www.desmoinesmetro.com/getactive
- Upcoming themes are: January, Move Your Feet (get active); February, Mouth Matters (dental health); and March, Stress Less (how to deal with stress).

The Partnership, Capital Crossroads, the Healthiest State Initiative, and GETACTIVEDSM created the program.



Greater Des Moines Partnership Central Iowa Human Capital Survey

- Nearly 4,000 survey respondents (including Carlisle residents) expressed these beliefs and experiences:
 - 93% Live a healthy and productive life
 - 93% Agree this is a good community in which to raise a family
 - 92% Feel safe in this community
 - 92% Are proud to be a member of the community and would recommend it to others
 - 90% Believe they can achieve the things in life that are important to them
- The Partnership worked with Capital Crossroads, Character Counts, and the Institute for Excellence and Ethics to produce the online survey.

Greater Des Moines Partnership

www.desmoinesmetro.com/events

- Jan 27 – GDMP Annual Dinner. Speaker Fareed Zakaria
- Feb 11, Advocacy 101, 11:30 a.m. – 1:00 p.m.
- Feb 12, Health Care: Why Controlling Costs Must be a Top Priority for the 2016 Presidential Candidates, 11:30 a.m. – 1:00 p.m. Des Moines University.
- Feb 19, Day on the Hill, 7:30 a.m. – 9:00 a.m.
- May 10 – 12 Washington D.C. Advocacy Trip
- 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

Images from 2014 Light Up Carlisle Winter Carnival

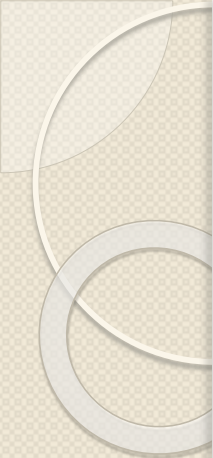
Hundreds of community members came to the Carlisle High School and were pleasantly surprised at all there was to see and do: Photos with Santa by Todd Hugen Photography; bounce houses and carnival games, crafts, balloons and face painting; fifty crafters and vendors; live Christmas music; a silent auction for the future Public Library and snacks and treats. FUN!



Images from 2014 Light Up Carlisle Winter Carnival











NAME: SARAH PHILLIPS
BALLOON CREATIONS
DOLL
CAT
HORSE
COW
SHEEP
BABY
BUNNY
ELEPHANT
BUNNIES AND
HORSES AND
COWS
AND
BIRDS









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!

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

PO Box 487

Carlisle, Iowa 50047

Barbara Rasko

515. 402-1008 phone 515.961-7155 fax

BRasko@carlisleiachamber.org