

# March/April 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](mailto:BarbaraRasko@carlisleiachamber.org)  
515.961-7715 Fax  
P.O. Box 487, Carlisle, IA 50047

## Mark Your Calendar!

- Chamber Meets March 10 Breakfast at Subway with Supervisor Doug Shull
- 28 – Breakfast Buffet, Randleman House
- March 6, 7, 8 and 13, 14,15 The Radio Show at The Randleman House
- March 28 – Easter Egg Hunt, 10 a.m. North Park
- March 28 – Breakfast Buffet, Randleman House
- Chamber Meeting Apr 7 Family Life Center
- April 18 – May 17 Carlisle Clean Team Event
- April 18 - PEACH Affair

## Be In The Know

- Celebrating 25 Years!
- Volunteers Needed for Easter Egg Hunt
- Chamber Marketing Tools Updated
- Investors Sought
- Warren County Excellence in Business Awards
- True Value Ribbon Cutting & Grand Opening
- Community Clean Up
- Marketing Your Business
- Professional Development
- Workforce Development
- Warren County Jobs
- Napoleon Bonaparte
- New Members
- Calendar, Events, Photos





# Let's Celebrate the Carlisle Chamber 1990 - 2015

January – July 1990 Events

- Launch of the Hubble Space Telescope
- Tim Berners-Lee created the first web server and the foundation for the World Wide Web.
- Tiananmen Square massacre
- Smoking is banned on all cross-country flights in the United States.

# More News from 1990

- The most complete skeleton of a T-Rex is found in South Dakota ( Sue ).
- The World Health Organization removes homosexuality from its list of diseases.
- The 1990 FIFA World Cup begins in Italy and was the first broadcast of digital HDTV in history
- Joanne Rowling gets the idea for Harry Potter and begins writing Harry Potter and the Philosopher's Stone

# More News from 1990

- GM launches the Saturn range of cars.
- Nelson Mandela is released from Victor Verster Prison, near Cape Town.
- Exxon Valdez oil spill
- Mikhail Gorbachev is elected first executive president of the Soviet Union.
- "The Simpsons " is aired on Fox for the first time.
- The US Enters a Major Recession.

# Cost of Living 1990

- Yearly Inflation Rate USA 5.39%
- Year End Close Dow Jones Industrial Average 2633
- Interest Rates Year End Federal Reserve 10.00%
- Average Income per year \$28,960.00
- Average Cost of new house \$123,000.00 Average Monthly Rent \$465.00
- Cost of a gallon of Gas \$1.34
- Price for a new Isuzu Rodeo \$12,490.00
- IBM PS1 Computer From \$999.00 - \$1,999.00

# 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.*

# Chamber Meeting, April 7

Chamber Meeting, 12:00 – 1:00 p.m.

Family Life Center

Catered by Cal's Fine Foods & Spirits

Kellan Longenecker

Iowa Leadership Institute

Plant Manager, General Mills

Chamber Expert: General Mills

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

# Volunteers Needed

- Volunteers are needed for the Chamber's Easter Egg Hunt
- Saturday, March 28, 9:00 – 11:00 a.m.
- Let us know if you can help and we will provide the details.  
[Brasko@carlisleiachamber.org](mailto:Brasko@carlisleiachamber.org)



# Marketing Tools Updated for Chamber Members

- Carlisle Area Chamber of Commerce Business and Community Guide has been delivered to Carlisle, Hartford and Easter Lake residents and Chamber members.
- If you have not received one or need additional copies, email [Brasko@carlisleiachamber.org](mailto:Brasko@carlisleiachamber.org).
- [www.carlisleiachamber.org](http://www.carlisleiachamber.org) has also been updated. All contact information will be listed unless you request otherwise.

# Investors Sought for Boulders Inn and Suites in Carlisle

- Numerous investors heard details of the proposed 40 room property at the February 27<sup>th</sup> meeting. If things proceed as hoped, construction could begin in the fall.
- Boulders Inn and Suites offers an opportunity to relax in style and guests can expect to benefit from a customer first attitude, Iowa hospitality and the utmost in cleanliness.
- [www.bouldersinnsandsuites.com](http://www.bouldersinnsandsuites.com)
- Interested investors should contact Hollie Askey, WCEDC, [haskey@wcedc.com](mailto:haskey@wcedc.com). 515. 961-1067.



# **Warren County Excellence in Business Awards .. Nominate Now!**

Please use the following link to submit Business Nominations  
for the Warren County Excellence in Business Awards:

**[www.tinyurl.com/BusinessExcellenceAwards](http://www.tinyurl.com/BusinessExcellenceAwards)**



# **Carlisle True Value Hardware Ribbon Cutting and Grand Opening**

- Friday, April 10, 2015, 10:00 a.m.
- The Carlisle Area Chamber of Commerce will welcome Kelly, Tammy, Joe and Matt Wenzel and their new business.
- 3-Day Grand Opening
- Specials, Drawings, Prizes
- Residents and businesses will be encouraged to shop for the items they need for the month-long Carlisle Community Clean Team Event.
- Carlisle True Value Hardware will also donate paint for a community project

# Carlisle Community Clean-Up, Spruce-Up Planned

**April 18 – May 17**



**The Carlisle Area Chamber of Commerce, The City of Carlisle, Carlisle, Community Schools and Carlisle True Value Hardware Invite You to Join the Spring 2015 Community Clean Team.**

# Community Clean Up

- Spring is the time to sweep the dust and dirt of winter away, give homes a face-lift with fresh paint and trim, wash windows, clean up the garden, remove yard waste, pick up broken limbs, plant grass in the lawn, plant trees and flowers, pick up litter and spruce up Carlisle.
- Businesses are encouraged to wash windows, spray for weeds in sidewalk cracks, etc.
- Watch for more details in the Carlisle Citizen and the Chamber's Weekly E-Blasts.

# **Volunteers Needed for 4 Hours For Community Clean Up**

- Community members, students, organizations, business owners and employees are encouraged to join our Community Clean Team and help clean-up of public areas on Saturday, April 18<sup>th</sup> from 8 a.m. – 12 p.m.
- To register and receive your assignment, contact City Hall at 515.989-3224.



# **Marketing Your Business to Retain and Attract Customers**

Your ads should aim for the heart - not the mind.

This simple sentence can change the number of likely buyers you attract more than anything else. And it will remind your customers why they love doing business with you.

Spend an hour working on your marketing. Answer this: What is your emotional hook?





# **Marketing Your Business**

## **Facebook is about Relationships**

The more sales oriented you are the less human you become. (Poor relationships)

The less human you are the less business you get.

Talk about something besides your business. Be interesting. Have fun. (At a party would you only talk about your business. You would soon be by yourself!)

Remember, people do business with people they know, like and trust.



# Professional Development to Increase Skills and Stay Relevant

You may stay up to date with the latest in your industry but what about the other factors that affect your business?

- What is the one thing you can do to increase efficiency and profit?
- Can you motivate employees for better morale and productivity?
- Could you learn more from your financials?
- How can you develop a good succession plan?

# Workforce Development Issues

What workforce development issues affect your business?

Do you know and understand state and federal labor and employment laws?

Do you need an employee handbook, or do you have zero grounds to stand on when your employees spend the day on Facebook or playing Trivia Crack?

Is your compensation and benefit plan appropriate?

Do critical jobs have a standards of performance book so someone could step in and keep things moving if a key employee was suddenly gone?

# Where can you find Support?

The issues are big and they are real.

Time is short. Consider these options:

- Non-credit courses are available online
- Workshops and Seminars provide quick, intense learning
- Organizations and government departments answer questions

Interested in a specific topic? Contact Barbara Rasko for ideas on finding the support you need.

# Warren County Economic Development Corporation

- Warren County, IA employers had 10,235 #jobs in 2014, highest in history (Source: EMSI).
- That's an 18.4% increase since 2001. #econdev



# 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](mailto:kpierson@iastate.edu) for more info

# Warren County Extension Classes

- Supporting Local Food Systems Master Gardener 2015 Winter Webinar Series
- 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](mailto:kpierson@iastate.edu) for more info

# **Plug Into Iowa Tourism Campaign Featuring Napoleon Bonaparte**

- **Plug into the new the integrated multi-media marketing campaign to promote your attraction.**
- **The campaign is intended to pique the interest of perspective travelers in the markets of Chicago, Minneapolis/St Paul, Omaha and Kansas City.**



# **#ThisIslowa**

- **The campaign features Napoleon Bonaparte as he discovers the beautiful state he foolishly sold more than 200 years ago as part of the Louisiana Purchase.**
- **#ThisIslowa is the tag to use when you are promoting your attraction or community.**

# Details on the Tourism Promotion

- [http://www.traveliowa.com/thisisiowa?utm\\_source=DMC&utm\\_medium=EMAIL&utm\\_content=GkdTSI5dJVdXRI1cEQ0dXFNaXVMI VINGH1oQBg==&utm\\_campaign=474:Ad%20Launch](http://www.traveliowa.com/thisisiowa?utm_source=DMC&utm_medium=EMAIL&utm_content=GkdTSI5dJVdXRI1cEQ0dXFNaXVMI VINGH1oQBg==&utm_campaign=474:Ad%20Launch)

# New Member:

## Back Alley Smokehouse

- Does BBQ sound good? Pulled Pork Sandwiches? Smoked ribs? Beef brisket? Pulled Pork? White Chicken Chili? Sausage grinders? If your mouth is watering, you have no doubt visited Back Alley Smokehouse, a new Carlisle Area Chamber of Commerce member. Like Back Alley on Facebook to keep up on daily specials and other news. The restaurant is located at 90 School Street, Suite B, in Carlisle. Call ahead to order ribs and for other special orders. [515.989-4410](tel:515.989-4410).

# **New Member:**

## **Carlisle True Value Hardware**

Kelly and Tammy Wentzel, and their sons Joe and Matt, opened the Carlisle True Value Hardware in February, and area residents are already shopping the aisles for supplies and tools for home improvement and projects.

The Carlisle Area Chamber of Commerce Ribbon Cutting will be at 10:00 a.m. on Friday, April 10th. The Ribbon Cutting will kick off the 3-day Grand Opening Celebration. The store is located at 190 N. 1st Street. The phone is 515.259-9872.

Website: <http://www.truevalue.com/carlisletruevalue>

# New Member:

## Cyber Solutions

- New chamber member Lynn Schattner owns Cyber Solutions and offers a great lineup of products and services ranging from domain and web hosting services to from online backup and web transfers and online and off-site backups to data recovery, business process analysis and crisis management. Lynn also helps with PC selection and search engine submission. For most of us, the world of networks and computers is complex and it is not an area of expertise that business owners need to master. Cyber Solutions' technical expertise and business experience can help your business get the most out of your investment in technology. This full-service provider details products and services on [www.getcybersolutions.com](http://www.getcybersolutions.com). You can reach Lynn at [info@getcybersolutions.com](mailto:info@getcybersolutions.com) or by calling [641.352-5290](tel:641.352-5290).

# New Member:

## Four Seasons Floral

- Lavena Owens at Four Seasons Floral is a new chamber member. I visited the shop recently and have to tell you the flowers and arrangements were stunning. The shop smelled like spring. Brighten someone's day during this long, cold winter with flowers. Call [\(515\) 989-0867](tel:5159890867). Or stop in at 50 School Street in Carlisle, place your order and have a chat with Lavena.

## **New Member:**

### **Roadside Tacos Food Truck**

- Grant Montour joined the chamber, and if you have had the tacos, you will not be surprised that he has 721 likes for his Facebook page. Grant's Food Truck can be found around town in Carlisle and in downtown Des Moines. Regulars know the best way to find Chef Grant, and often his wife Lea, in the Roadside Tacos Food Truck is to stay tuned to the Facebook page. The couple started Roadside Tacos for their daughter Jackie. (Jackie's Fight) Roadside is her idea and she even chose the name.

# New Member: Rummans TaeKwan-Do & Hapki-Do

Welcome to Adam and Dena Rummans, the newest Carlisle Area Chamber of Commerce members.

Rummans Taekwan-Do & Hapki-Do joined our Champion Sponsors as a Bronze member. Rummans TaeKwan-Do and Hapki-Do offers a private studio for students from age 5 and above to work hard to exercise the strict discipline and self-control of the Traditional Style. The ultimate goal for students is to be better people as a result of studying the 5 Tenants of TaeKwan-Do: Courtesy, Integrity, Perseverance, Self-Control and Indomitable Spirit. The school is located at 240 South 1st Street in Carlisle and is open on Tuesdays and Thursday evenings with classes for different age groups. For more information, call 515.212-0846.



# 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

# **Save the Dates for Chamber, Community and Special Events**

- March 6, 7, 8 Radio Show at The Randleman House by Carlisle High School Drama Club and Carlisle Area Historical Society
- March 10 – Carlisle Area Chamber of Commerce Meeting. 8:00 – 9:00. Breakfast at Subway.
- March 13, 14, 15 Radio Show at The Randleman House by Carlisle High School Drama Club and Carlisle Area Historical Society

# Calendar

- March 28 – Easter Egg Hunt
- March 28 – Breakfast Buffet at the Randleman House
- March 31 – Deadline for Medicap Pharmacy's Easter Egg Coloring Contest
- April 7 – Carlisle Area Chamber of Commerce Regular Meeting – Family Life Center, Noon, Cal's Fine Foods & Spirits, Kellan Longenecker, Iowa Leadership Institute. Chamber Expert: General Mills

# Calendar

- April 10 – Carlisle True Value Hardware, Ribbon Cutting and Grand Opening Weekend, 10:00 a.m.
- April 10 – Warren County Excellence in Business Awards Dinner, [www.wcedc.com](http://www.wcedc.com)
- April 16 - Greater Des Moines Partnership Seminar: Multiple Generations and the Millennials, <http://www.desmoinesmetro.com>
- April 18 – May 18 Carlisle Community Clean Team Event

# 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 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!

**Carlisle basketball display created by LaVena Owens and Susan Robinson Stop by for the Breakfast Buffet and take a peek at the past!**





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](mailto:cahsplays@gmail.com)

or stop in at Mary Sue's Salon

# The Radio Show Rehearsal





**Make Your  
Reservation  
Now for this  
Funny  
Performance  
by Jean  
Sheridan on  
May 2<sup>nd</sup> at  
The  
Randleman  
House.**

The Carlisle Area Historical Society



A Farm Wife's Favorites  
or  
How to Please a Man in a  
Seed Corn Cap

May 2nd Luncheon and Program  
Husbands and other House Pests and  
Fighting Words Farm Wives Should Fear

featuring Jean Sheridan



At: The Randleman House  
245 Penn Carlisle

A humorous look at life down on the farm!

Luncheon at Noon with program  
immediately following \$20.00

For reservations call  
Mary Sue 515-321-6585



# Greater Des Moines Partnership

- **ANNUAL WASHINGTON, D.C. TRIP –**  
Registration for the 2015 DMDC Trip is open.
- To see options for the trip and to register, please visit [www.desmoinesmetro.com/dctrip](http://www.desmoinesmetro.com/dctrip) and choose between registration for a member or non-member of the Partnership. For questions, contact Andrea Woodard at [awoodard@desmoinesmetro.com](mailto:awoodard@desmoinesmetro.com) or [515-286-4924](tel:515-286-4924).

# **\$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](mailto: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.**



# **Greater Des Moines Partnership**

## **[www.desmoinesmetro.com/events](http://www.desmoinesmetro.com/events)**

- 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

# February Chamber Meeting





# **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!

**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.





# **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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