



2017 EXECUTIVE BOARD

Chamber Officers

President	John Sinclair
Vice-Pres	Stephany Goodhue
Secretary	Dan Crum
Treasurer	Janie Norton
Ex-Officio	Bryce Amos

Executive Board Members

Steve Danielson	12.31.2018
Dr. Brandon Elghmy	12.31.2019
Scott James	12.31.2018
Andrew Lent	12.31.2017
Matthew Monson	12.31.2017
Lynn Schattner	12.31.2018

Executive Director

Barbara Rasko 515. 989-4216

BarbaraRasko@carlisleiachamber.org

515.961-7715 Fax

P.O. Box 487, 27 School Street

Carlisle, IA 50047

March/ April Newsletter

Mark Your Calendar!

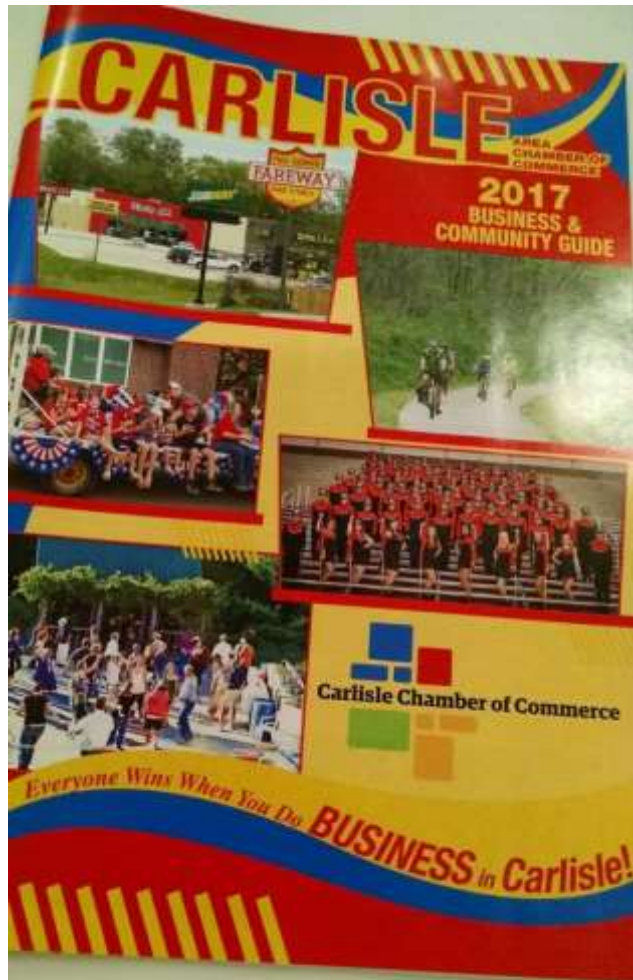
- Osprey Run – April 8
- Quarterly Chamber Lunch – April 11th
- Breakfast Buffet, Randleman House- April 22nd, 8:30 – 10
- April 21 – Blue Out Day – Wear Blue to Support Child Abuse Prevention
- Mother’s Day Tea at the Randleman House – May 13th
- Mayor’s Bike Ride – May 21st
- Chamber Night at the Iowa Cubs– June 22

Spruce-up Your Business for Spring and Summer

Be In The Know

- April is Child Abuse Prevention Month
- Carlisle Economic Dev Showcase – May 16th
- LPGA Solheim Cup in Des Moines, August 15 – 21st
- Chamber Golf -August 20th
- Gain Visibility in the Chamber’s Welcome Packs
- Like Us on Facebook. The Like or Share Posts to Continue to See Our Feed
- Chamber Bucks
- Chamber Mission
- Carlisle Chamber Contact Info

2017 Carlisle Chamber Guidebooks are Here. Do you want some – or downtown maps – to hand out to visitors? Call the Chamber Office. 515/ 989-4216.



Chamber Meeting, April 12

RSVPs Requested

Chamber Meeting, 12:00 -1:00 p.m.,
LaVilla Mexican Restaurant

What Does the Cultivation Coordinator Have to Do with Carlisle?

Jay Byers, CEO

Greater Des Moines Partnership

Chamber Expert:

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

Chamber Meetings in 2017

The Carlisle Area Chamber of Commerce
will meet quarterly in 2017.

April 11 – Quarterly Luncheon

August 8 – Quarterly Luncheon

December 11 – Quarterly Luncheon

January 20, 2018 – Annual Dinner

Please mark your calendars.

Spruce-Up Your Business for Spring

- April and May are Spring Clean-up Months, and this year 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 and Your Online Presence

▪ **Your Storefront and Customer Areas**

- Is the path from where your customers park to your front door clean and smooth?
- your external signage clean and fresh?
- Are your store hours clearly posted on the outside?
- Are your store windows clean?
- Is your window display attractive, uncluttered, and inviting?
- your entranceway easy to navigate?
- Does your external entrance need something extra? Perhaps a planter or statuary?
- Is it easy for someone new to your store to know where to go when they come in?
- Is there someone responsible for greeting each person as they come in?
- 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?
- your employees look neat and professional?
- Are your shelves and counters clean and free of visible dust?

- This information comes from <http://www.smallbizspoken.com/700/small-business-spruce-up-checklist/>

• **Your Website and Digital Properties**

- Can a visitor to your home page tell within a few seconds what you do and whether they might be a likely customer?
- Is the copyright on your website up to date?
- If you have a Frequently Asked Questions (FAQ) page, is it still current and accurate? Does it truly reflect questions people really ask?
- Does your "Contact Us" form still work? You should test this regularly.
- Is it easy for a site visitor to give you their name and email?
- Have you removed holiday greetings and graphics or other seasonal information from your website?
- Does your domain name expire soon? If so, go on and renew it while it's on your mind.
- Do links on your site still work?
- 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.
- Have any of your business or return policies changed? If so, make sure they are clearly displayed and that your staff is well-informed.

Osprey 5K Fun Run/Walk – 9 AM Saturday, April 8th at the Annett Nature Center

- 3.1 mile loop through Lake Ahquabi State Park
- Medals for first place male & female 16 + and under 16
- Registration is \$30, includes shirt & refreshments
- All proceeds go to Friends of Warren County Conservation towards environmental education programs.
- To register call (515) 961-6169 or visit www.warrencb.org/events/osprey-5K



Wear Blue on April 21st to Show Support

April is Child Abuse Prevention Month

Protecting Children is Everyone's Business

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 21st. 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.

Mayor's Bike Ride, Saturday, May 21st

- May 21st, from 8:00 – 10:00 a.m., 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.
- 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. Information will also be available for those interested in joining the new Friends of Carlisle Parks group.
- The first 25 riders will receive a light breakfast, and riders may enter to win prizes. If your bike club will be joining us, let us know and we will facilitate reservations for breakfast or lunch at a local restaurant. Contact BRasko@carlisleiachamber.org

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.

Support Carlisle Area Historical Society When You Shop Amazon.com

- You can help just by shopping!
- Amazon has a great new program that will send part of every purchase you make to CAHS! All you have to do is designate us as your choice and Amazon Smile does all the rest. It costs you nothing. We don't want to purchase anything extra, just let Amazon give us part of every purchase you make. Win! Win!
- Use the link above or access Amazon through Amazon Smile and don't forget to ask for your donation to go to Carlisle Area Historical Societyinc. (There is another CAHS in another state so make sure your donation goes where you want it!)

High School Presented Play at Randleman House

A Trio of Murders starts out with Agatha Christie's Hercule Poirot in the Case of the Careless Client. What must Poirot do to find an apartment in New York? Then we have a quick 5 Minute Mystery called Death Calls at Dinner. This short play is interrupted by intermission when the audience will be asked to step up and view the set to see if they can spot the clues! Then we close with George Burns and Gracie Allen in Gracie Takes Up Crime Solving. A comedy where the crime is misunderstanding.



Boot Camp for Businesses Who Want to Refresh Focus and Direction

- Presented by Drake University's John Pappajohn Center for Entrepreneurship Outreach this 2-day boot camp is held at Drake University's Legal Clinic on the corner of 24th and University in Des Moines on April 20th & 21st. The boot camp is specifically designed for budding entrepreneurs who have an idea for a business but are not sure where to start AND existing business owners that could benefit from refreshed focus and direction.
- The content is excellent, presenters are stellar, and in addition to helping their overall business, participants will walk away prepared to compete in an upcoming pitch competition (or make the big pitch to an investor, bank or key customer).
- The price is \$99 and includes meals and materials. If you or someone you know could benefit from this boot camp, I encourage you to share this email &/or link to www.drakejpec.org for a list of presenters and registration.

Do You have an Event, Attraction or Business that Offers Something to Travelers?

- Listings on the Travel Iowa website and Iowa Travel Guide are provided free of charge.
- **Right now Carlisle only has 2 listings in the Guide! The Antique Tractor Museum and The Randleman House.**
- Let me know if you want to have your event, attraction or business listed on the Website and possible included in the Iowa Travel Guide, the Greater Des Moines Partnership, or Catch Des Moines and I will help you. Barbara 515.989-4216.

Looking for great things to do in Iowa? Order the Iowa Travel Guide or view it online.

- <http://www.traveliowa.com/aspx/cms/SVContactForm.aspx?formid=1>

Great Visibility for Our Business on the Signs on the Carlisle Exit on the By-Pass!

Glad to see some of our local businesses on the sign. There is room for more! Details and information on how to apply can be found on this Iowa Department of Transportation page.

http://www.iowadot.gov/iowaroadsigns/logo_signs.aspx

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!

Do you want to place an item in the goodie bag or volunteer at the 15th playing of The Solheim Cup?

- The United States will seek to defend their 2015 title on home soil against Team Europe as the 2017 Solheim Cup at the Des Moines Golf and Country Club August 14 – 20. This event, the most exciting event in women's professional golf, matches the best players from the United States against the best from Europe, and is expected to be the biggest ever thanks to the overwhelming support of the Des Moines community, strong global ticket sales numbers and prestigious corporate sponsorships.
- Currently ticket sales are up 60% in comparison to the same time prior to the 2013 Solheim Cup in Parker, Colorado, while ticket purchasers have come from 48 states and eight different countries.
- Go get involved: <http://www.solheimcupusa.com/2017-event-info>

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 Greater Des Moines Partnership [515-961-1067](tel:515-961-1067).

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!
- **We hit 903 Likes on Facebook this month! Are you one of them? Please like or share our posts – otherwise Facebook will drop you from our Feed.**

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

www.carlisleiachamber.org

Carlisle Area Chamber of Commerce

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