

SEPT/ OCT 2012

Volume 7 Issue 5



THE NATURAL CHOICE

Carlisle Area Chamber of Commerce

Chamber Highlights

SEPTEMBER CHAMBER MEETING



Survive

Thrive

And Evolve

in the Jungle

-Essential Marketing Tips for Small Business

Plan now to attend the September BREAKFAST & LEARN Chamber meeting. We will be meeting at Cal's Fine Food & Spirits, 20 Vine Street, Carlisle, at 7:30 am to enjoy breakfast and to learn about Marketing Tips. Geri Seiberling from etc!graphics will be our Guest Speaker along with Deb Downey from ISED in Indianola.

2012

EXECUTIVE BOARD

AND OFFICERS

Chamber Officers

President	Toby Tyler
Vice-Pres.....	Paul Nolte
Secretary	Dan Crum
Treasurer	Janie Norton

Exec Board Members

Scott James	12.31.2012
Paula Mahnke	12.31.2013
Tammy Davis	12.31.2013
Jon Peterson	12.31.2013
Carroll Hunter	12.31.2014
Kay Scholl	12.31.2014
Dr Tom Lane	12.31.2012
(ex-officio)	

RECENT EVENTS

WELCOME BACK.....

Approximately 175 teachers and staff were welcomed back to the start of the new School year on Aug 17th at the Teacher Appreciation Breakfast sponsored by the Carlisle Area Chamber of Commerce. Business owners present were introduced to the staff.

Dr. Lane stressed the importance to SHOP LOCALLY, since these are the people that are continually asked to help support various school activities.

A 'Special Thanks' goes to the following Chamber Members that helped to support this event:

Carlisle Comm School
Great Western Bank
Wright's Used Cars
Mid-American Energy
Peoples Bank
Carlisle Center for Wellness & Rehab
Central Iowa Insurance
Community State Bank
Family Practice Clinic
ANCO Mechanical Insulation
Carlisle United Methodist Church
General Mills
Goodhue-Nolte Insurance
James Oil Company



BIKE BREAKFASTThanks to everyone who came to the Annual Breakfast sponsored by the Carlisle Area Chamber of Commerce. Over 65 people participated in this year's event in some way between the hours of 7-10 a.m. A special THANK YOU goes to the following businesses who helped financially or donated supplies: **AE Dairy, Casey's General Store, General Mills, Medicap Pharmacy and Subway.** We also want to THANK our Champion 2012 Sponsors: **Carlisle Comm School, Great Western Bank, Wrights Used Cars, Mid American, Peoples Bank, Carlisle Center for Wellness & Rehab, Central Iowa Insurance Community State Bank, Family Practice Clinic, ANCO Mechanical Insulation, Carlisle United Methodist Church, General Mills, Goodhue-Nolte Insurance and James Oil Co.** Their continued support helps to make special events possible. Proceeds from this event will go towards Community Beautification.



Hope to see
everyone again next year!



RECENT EVENTS

Despite the rain, we had a great day at the Golf Course! 132 people turned out to play golf that day. We would like to thank the following Sponsors for this event:

Hole in One Sponsor

Central Iowa Insurance Services,
Inc.

Double Eagle Sponsor

Peoples Bank

Eagle Sponsors

Hitters Indoor Batting Cages

Iowa Cubs Sports Turf
Management

Hole Sponsors

Carlisle Chiropractic

Communication Innovators

Edward Jones

Etc Graphics

Medicap Pharmacy

Peterson Funeral Home

Stadium View

Stuyvesant & Benton

Subway

Wyckoff Industries



COMMUNITY GOLF OUTING

In addition to the Sponsorship levels, there were many businesses that donated items for the Raffle, Silent & Live Auction. Over \$2400 was made through these donations.

THANK YOU very much for your participation.

THANK YOU / OTHER INFO

THANK YOU to Tracy Fuller, Innovativevents and Dr Mark Gvist, Carlisle Chiropractic for presenting the interesting programs at our recent Chamber meetings. It is always good to learn about our businesses that are located RIGHT HERE in Carlisle!!

PROMOTION ITEMS NEEDED

WELCOME PACKETS

If you have any advertising item that you would like to have included in a Welcome Packet to promote your business to new residents moving into Carlisle, please notify Ethel at 515-402-1008 or drop off your item/items at 325 Garfield Street. **Our supply is running LOW!!**

The Welcome Packet is a benefit of ALL Chamber members and is a way to get information to new residents that move to Carlisle about all of the services that are provided locally.

I am **running out of my supply** for these WELCOME PACKETS. If you would like to have something in these packets to PROMOTE your business, please call Ethel at 515.402.1008



THANKS TO OUR VOLUNTEERS !!!

A BIG THANK YOU goes to the following people who have offered to help with 'Keep Carlisle Beautiful' this year: Denny & Mary Keeney, Keith & Kathy Churchill, Bill & Kay Scholl, Les & Paralee Lane, Gerald, & Minnie Argo, Scott James, Jim & Cindy Keeney, Carroll & Wanda Hunter, Wayne & Kathy Fleishman, Dorothy Lumsden, Neil Ruddy, Chuck & Pat Brehse, Kathy

Betzer, Russ & Linda Goodsell, Larry & Lou Pezzetti, Kasey Peterson, Don Sones, Lyle & Carolyn Rothfus, Kirby & Barb Monroe, Darl & Ethel Lee.

Subs are: John Bankus, Mike Anthony and Brownie Polley.

In addition, Keith & Kathy Churchill, Carolyn & Lyle Rothfus, Mary Keeney and Ruth Feters have spent many hours at North Park keeping it looking good despite the dry summer we have had.

HATS OFF TO THESE VOLUNTEERS !!!

NEW CHAMBER MEMBERS



Bishop Electric

130 S Garfield Street

Jerry Bishop, owner

**WELCOME TO THE
CHAMBER!!**



Dance 2 Xtreme

85 School Street, Suite A

Ashlee Rathbun & Kendra Mestdagh, co-owners

COME HELP WELCOME ASHLEE & KENDRA TO
THE CARLISLE BUSINESS COMMUNITY

BY ATTENDING THEIR

OPEN HOUSE

SATURDAY, 12:00-3:00 PM, SEPT 8, 2012

RIBBON CUTTING AT 12:00 NOON

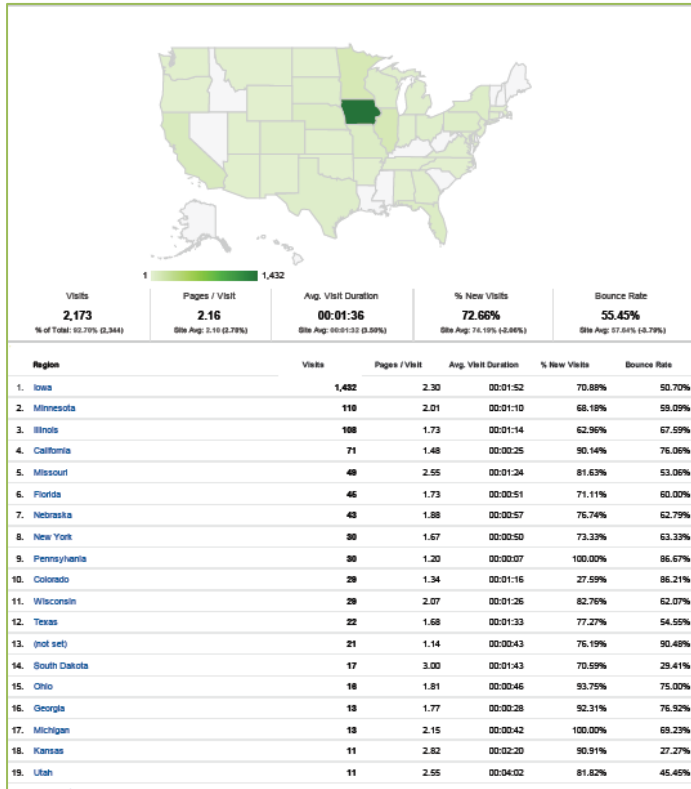
CONGRATULATIONS !!!!!!!

CONGRATULATIONS

25 YEARS OF BEING IN BUSINESS



WEBSITE STATS



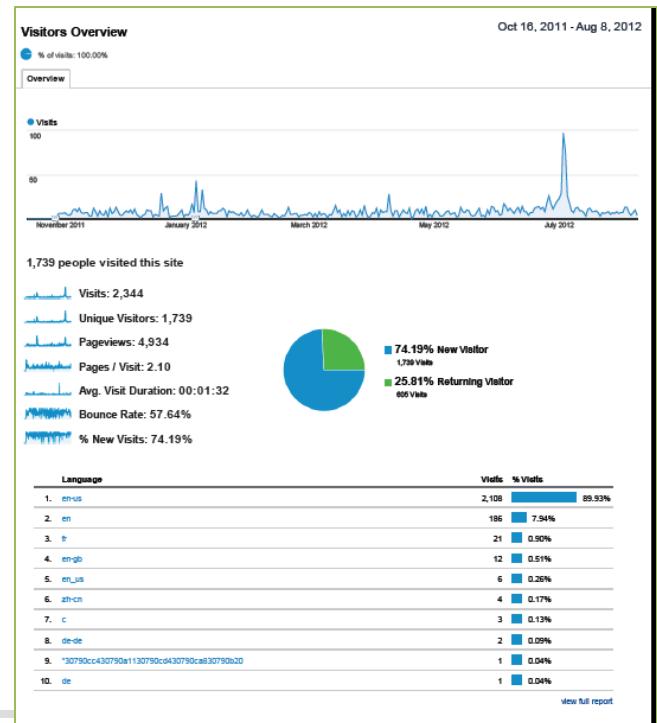
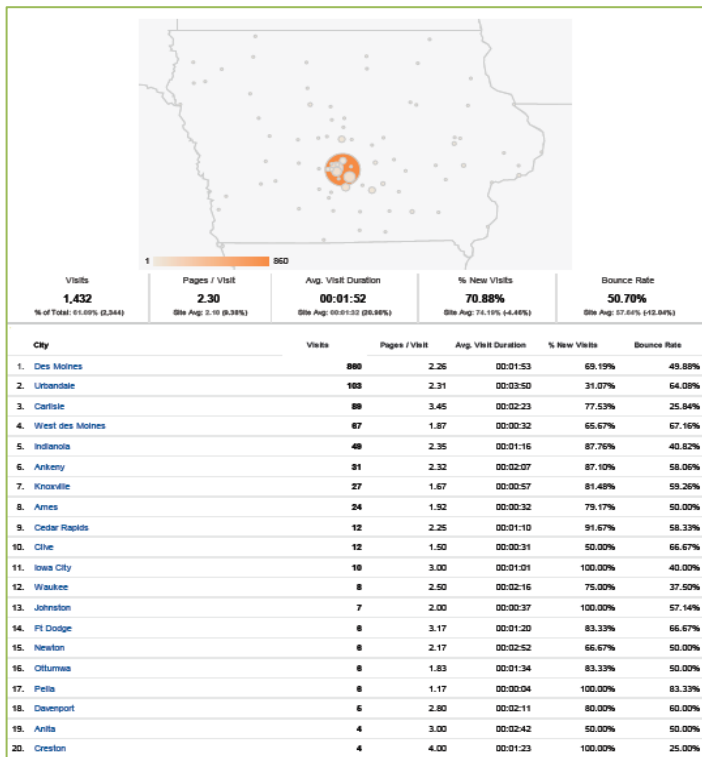
A Google Analytics Report was taken recently to see how many people actually use the Chamber website since it was re-done last November . It is amazing to see where all of the hits are coming from. Top 10 countries besides the US are: Nigeria, Cote d'Ivoire, Indonesia, Ghana, Brazil, Indian, Germany, United Kingdom, Norway and Senegal.

In the US, the top 10 states where we are getting hits from are: Minnesota, Illinois, California, Missouri, Florida, Nebraska, New York, Pennsylvania, Colorado and Wisconsin.

In Iowa, the top hits are from: Des Moines – 860, Urbandale – 103, Carlisle – 89, West Des Moines – 67, Indianola – 49, Ankeny – 31, Knoxville – 27, Ames – 24, Cedar Rapids – 12, Clive – 12, Iowa City – 10, Waukee – 8, in addition to others.

All in all , our site received 1739 new users during the past 10 months.

This is definitely one of the benefits for being a Chamber member by giving more visibility to your business!!



UPCOMING EVENTS

Want to help put a little green in the local scene?

Join Peoples Bank Cash Mob.

Each month we are visiting a locally owned area business with our Cash Mob.

If you join the Cash Mob you can receive a voucher good to use as cash at the business. Peoples Bank will award each Mobbed business a check for \$100.00.

Did you know that for every \$100 spent locally, \$68 stays in the community?

Help Peoples Bank recognize the great local businesses in our area.

Go to www.mybankpsb.com and like us on Facebook

For all the details

Peoples Bank

MEMBER
FDIC

UPCOMING EVENTS cont



Lawn Mower Races continue at the River Bottom Raceway!

Sunday, Sept 23rd

Sunday, Oct 28th

Each race will begin at 2:00 pm.

Enjoy nachos, burgers, hot dogs, soda, water, etc.

There will be a 50/50 drawing at each race; winner must be present to win.

Admission will be charged with pit passes available. Kids 10 and under are free.

River Bottom Raceway is located east of Wyckoffs Heating & Cooling at 95 Highway 5



HISTORICAL SOCIETY CALENDAR

CAHS Garage Sale - September 8th, 520 Patterson Dr.

RANDLEMAN HOUSE BUFFET BREAKFAST - Will resume September 22nd, 8-11 am. \$7 adults, \$5 children 5-10, under 5 free

245 Pennsylvania, Carlisle, IA

Future dates: Oct 27, Nov 24 and Dec 29th. The fifth Saturday of each month.

Call 515.3121.6585 for more information

UPCOMING EVENTS cont

Join Us Regional Business After Hours Valley Bank

Thursday, September 13

5:00 - 7:00 PM

210 N.E. Delaware Ave., Ankeny, IA 50021

Valley Bank was founded in 1993 in Eldridge, Iowa, by a group of local bankers and business professionals with a vision for a community bank that would provide extraordinary service with speed. We take pride in helping all of our customers grow their businesses, buy their homes and achieve their financial goals. At Valley Bank, we are actively involved in each community we serve, where we consistently strive to live by our philosophy of leading with speed.

RSVP online at www.ankeny.org or call 515-964-0685.



We lead with speed!®

Valley Bank

Gary Presnall, President

210 N.E. Delaware Ave., Ankeny, IA 50021

(515) 964-5626

www.bankatvalley.com



UPCOMING EVENTS cont

Flu Prevention - It's Worth A Shot!



Family Flu Clinic

Sunday, September 16th: 3 p.m. - 6 p.m.

A prescription is required for anyone under 18 years old.

Please call in advance with child's prescription information, so we can process before event, and reduce your wait time. Ask the staff for details.

**Medicap will donate \$3 to the Carlisle School District
for every flu vaccine given during the clinic.**

Show your school support and protect your family by getting vaccinated!



800 School Street • Carlisle

Call: 989-3261

Open: M-F 9-6 • Sat. 9-1:30

www.medicap.com/carlisle

*Must Present Medicare Card

UPCOMING EVENTS cont

PUMPKINFEST SATURDAY, OCTOBER 27TH 2:00 PM

COSTUME PARADE FOR ALL AGES



2:30 - 4:00 PM - TRUNK OR TREAT

2:30-5:00 PM

LIVE ENTERTAINMENT

FREE TRAIN RIDES

PUMPKIN/FACE PAINTING

FARMERS MARKET

PUMPKIN CONTESTS

EAT DINNER AT ONE OF THE LOCAL RESTAURANTS

ENJOY THE PUMPKINS THAT WILL BE ON DISPLAY

TRICK-OR-TREAT

Carlisle Beggar's Night

Tuesday, October 30th - 6:00—8:00 p.m.

NOMINATION FOR CITIZEN OF THE YEAR

The Carlisle Area Chamber of Commerce wishes to recognize a local resident for exemplary service to the community; by maintaining business, civic and moral responsibilities with a commendable Code of Ethics; whose unselfish guidance and deeds, unmindful of pecuniary rewards, have aided and encouraged those things which have stimulated business, humanities, government and/or education to a higher plain of attainment and by so doing, not only has created a better atmosphere for our citizens, but also has brought credit and honor to the Carlisle area.

I NOMINATE:

Address: _____

Phone: _____

BECAUSE OF:

ACHIEVEMENTS:

(Please add another sheet, if necessary)

PLEASE RETURN THIS FORM
TO ONE OF THE BOARD MEMBERS OR ETHEL LEE
OR MAIL TO PO BOX 487, CARLISLE, IA. 50047

BY NOVEMBER 1, 2012

Fax: 515-989-3075

Phone: 515-402-1008

NOMINATION FOR BUSINESS OF THE YEAR

The Carlisle Area Chamber of Commerce wishes to recognize a local business for exemplary service to the community. Last year, The Carlisle Community School District received this honor. The Chamber is asking the local residents to help with choosing this year's business to receive this award. Please help with making this decision by filling out the following information and getting to the Chamber by Nov 1st.

I NOMINATE:

Address: _____

Phone: _____

BECAUSE OF:

(Please add another sheet, if necessary)

PLEASE RETURN THIS FORM
TO ONE OF THE BOARD MEMBERS OR ETHEL LEE
OR MAIL TO PO BOX 487, CARLISLE, IA. 50047

BY NOVEMBER 1, 2012

Fax: 515-989-3075

Phone: 515-402-1008

GREATER DES MOINES PARTNERSHIP

UPCOMING EVENTS

Let's DU Lunch - Zachary Mannheimer,

Des Moines Social Club

Wednesday, September 5, 11:30 a.m. - 1:00 p.m.

Zachary Mannheimer settled in Des Moines in 2007, and founded the Des Moines Social Club (DMSC) from scratch two years later, raising more than \$2.5 million. An arts and educational nonprofit, DMSC uses the arts as a catalyst to create unprecedented community engagement. The club has hosted more than 500 arts events since its 2009 opening and has been featured in media including Time Magazine and USA Today. Currently DMSC executive director and co-owner of Proof restaurant, Mannheimer has taught and lectured at NYU and other institutions and written for national theater publications. Make your reservation today. Register online at www.alumni.drake.edu/letsdulunch.

Sustainability Circles™ Preview

Wednesday, September 5, 5:30 - 6:30 p.m. & Thursday, September 6, 7:30 - 8:30 a.m.

Sustainability Circles™ is a proven program for small to mid-sized businesses, municipalities, and nonprofit organizations that can greatly improve resource efficiency, save money, and give you a competitive edge. Sustainability is a powerful lens through which you can see and improve the future of your business or organization, and improve quality of life at the community level. To get to know more about what we are offering, please attend a free Sustainability Circles™ Preview, which will be held in the Partnership's Arthur Davis Room on September 5 and 6. The event is being sponsored by the Center On Sustainable Communities (COSC) and the Partnership.

BIZ Luncheon: SmartyPig Founder Ferrari to Focus his Presentation on the Pivot

September 19, 11:30 a.m. - 1:00 p.m.

SmartyPig founder Michael Ferrari will be the September speaker for the Business Innovation Zone monthly meeting. Ferrari will focus on "the pivot," the point where entrepreneurs must make the difficult decision to take their business in a new direction, during the September 19 luncheon meeting. Ferrari's presentation will appeal to entrepreneurs, business owners, people interested in technology, and anyone interested in how an established company makes tough decisions when it confronts huge opportunities that carry with them huge risks. For more information and to register, [click here](#).

Celebrate Business Award Applications Available!

Friday, September 21

The application deadline for the Greater Des Moines Partnership's Annual Celebrate Business Awards is Friday, September 21, 2012! Regional business members are encouraged to apply for or nominate deserving clients, vendors, or colleagues. The Celebrate Business Awards promote the development of the Greater Des Moines business community by publicly acknowledging innovative and enduring business initiatives. Small and large business winners are selected annually in several categories, which include: Best Kept Secret; Community Champion; and Best Workplace for Young Professionals. For more information and for the award applications, [click here](#).

Let's DU Lunch - Dennis Goldford, Drake University

Wednesday, October 3, 11:30 a.m. - 1 p.m.

Dennis Goldford, professor of politics at Drake since 1985, teaches in the areas of political theory and constitutional law. He has written *The American Constitution and the Debate Over Originalism* (2005) and *The Constitution of Religious Freedom: God, Politics, and the First Amendment* (2012), and co-authored *The Iowa Precinct Caucuses: the Making of a Media Event* (2010). Goldford regularly participates on scholarly panels and has served as a manuscript reviewer for various journals and book publishers in political science. He is also called upon frequently to provide political analysis for local and national media. Make your reservation today. Register online at www.alumni.drake.edu/letsdulunch.

Diversity Award Nominations Being Accepted

Monday, October 22

The Greater Des Moines Partnership's Diversity Council is accepting nominations for the 2013 Diversity Award. Now in its 13th year, the Diversity Award recognizes businesses that have taken significant steps to advance diversity and inclusion, strived to create opportunity, and embraced an inclusive workplace culture. To qualify for the Diversity Award, organizations must be a regional member or investor of the Partnership. Individuals are encouraged to use the brief online nomination form to nominate organizations that they feel are doing great work in the area of Diversity. For the nomination form and to learn more, [click here](#).

Outclassing Your Competition: A Seminar In Business Etiquette

Thursday, October 25, 8:30 a.m. - 1:30 p.m.

Join us for a half-day examination and instruction of business and dining etiquette. This workshop will train your staff to take advantage of your most precious competitive assets - your relationships. Participants in the program learn the skills to interact with others such that healthy relationships take center stage. After all, it is less expensive to get business from existing customers than it is to find new ones. This program is held at the Des Moines Embassy Club, 666 Grand Ave., 33rd floor. Cost is \$175 per person for members, \$195 for non-members. For more information or to register [click here](#).

Global Iowa Export Award Nominations

Friday, November 2

Does Your Company Export or Do You know a Company That Exports? Iowa Innovation Gateway, its partners, and the Iowa Economic Development Authority want to recognize companies that excel at exporting but we need your help! Please take a few minutes to nominate your company or a company you know that is doing an outstanding job at exporting and/or take a minute to forward this email to someone you think might be interested. The deadline is September 12th at 5:00pm. Awards will be presented at the Export Conference on November 2, 2012 in Brooklyn, Iowa. [Click here](#) to fill out the nomination form and for more information

Let's DU Lunch - Tej Dhawan, StartupCity

Wednesday, November 7, 11:30 a.m. - 1 p.m.


Tej Dhawan is a mentor-in-residence and co-founder of StartupCity Des Moines, a technology incubator in downtown Des Moines. As a founding member of the StartupIowa initiative, Dhawan remains involved in the celebration and advancement of entrepreneurship. He is a 1991 graduate of Central College, resident of Grimes and, until 2010, was the co-owner and president of a government technology and services company in West Des Moines. He serves on the Central College Board of Trustees, is the Secretary of the Ballet Des Moines board, and is a trustee of SIKH, Inc., of Johnston, Iowa. Make your reservation today. Register online at www.alumni.drake.edu/letsdulunch.



The Natural Choice

WE'RE ON THE WEB!

www.carlisleiachamber.org

See us on facebook 

www.facebook.com/carlisleiachamber

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

Phone: 515.402.1008

Fax: 515.989.3075

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

Central Iowa Insurance
Community Bank
Family Practice Clinic

BRONZE MEMBERS:

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

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 Chiropractic Clinic

Carlisle Citizen

Carlisle Dental

Carlisle Foods

Carlisle Veterinary Clinic

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

Jus Chic

Lovejoy's Cakes

Marble Works, Inc.

Medicap Pharmacy

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

The Shop Tanning & Nails

TMC Auto Body

Todd Hugen Photography

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

Friends of the Carlisle Public Library

Holy Cross Lutheran Church

Hunter, Carroll

Watkins, Larry