



CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!



June 2010

GET READY FOR DAIRY DAY 2010!

Dairy Day 2010 is just around the corner and the Chamber Board of Directors have planned a great day of family fun. The day kicks off with the "Tour de WU" Bike Ride at 9:00 a.m. from the West Union Rec. Center. Chose from two different rides—a 27 mile ride or the 40 mile ride. Through the beautiful rolling hills surrounding West Union.

The parade starts at noon on South Vine Street. This year's Grand Marshal is Dick Woodard. Dick was chosen for his proactive approach to helping West Union in so many ways including his involvement in Main Street West Union, The Chamber of Commerce, the West Union Lions Club, and many more organizations.

Directly following the parade, 10 young ladies will vie for the crown of Miss West Union 2010 followed by free entertainment including a barbershop quartet, the North Fayette Danceline, and local vocalists. Old Mill Floral and Schwan's are sponsoring a giant ice cream sundae which will be served following the parade in the gazebo. Children will be able to purchase a wrist band for only \$1 and enjoy a great selection of games and events all afternoon long. There will be a duck pond, bean bag toss, face painting, sidewalk chalk art, a bouncy cow, and several relays. The Iowa Pedal Tractor Pull will register kids beginning at 2:30 p.m. with the sanctioned pull beginning at 3:00 p.m. Trophies will be awarded in five classes for kids ages 4-11. Winners will advance to the Iowa Pedal Tractor Pull later this fall.

Main Street West Union is sponsoring a cake walk at 3:00 p.m. A wide selection of decorated and delicious cakes will go to several lucky winners. They are also sponsoring a pie eating contest at 4:00 p.m. featuring local celebrities followed by slices of pie for sale.

Several food stands will be open all afternoon including ice cream, brats, walking tacos, and cotton candy.

TAP'T Out Stein n Dine is hosting a beer garden at 2:00 p.m. and the street dance beginning at 7:00 p.m. featuring the band Crystal Axe playing until 11:00 p.m.

This annual event would not be possible without the generous support of the following businesses:

- NAPA Auto Parts
- Kerndt Brothers Savings Bank
- First National Bank
- West Union CIVIC Club
- Fayette County Union
- Moore's Foods
- Gage & Gage Plumbing & Heating
- McJ's Embroidery Accents
- Homestead Iowa Realty
- Haven Electronics
- Burnham & Wood Funeral Home

We thank these businesses for their financial support which makes this annual community celebration possible. We hope to see all of you in downtown West Union on Saturday, June 5th!



SCHEDULE OF EVENTS

| | |
|-----------|---|
| 9:00 am | Tour De Wu Bike Ride |
| Noon | PARADE Food Stands OPEN |
| 1:30 pm | Crowning Miss WU Kids Games OPEN FREE Entertainment FREE Giant Ice Cream Sundae served |
| 2:00 pm | Beer Garden opens |
| 2:30 pm | Registration for Iowa Pedal Tractor Pull |
| 3:00 pm | Pedal Tractor Pull Cake Walk begins |
| 4:00 p.m. | Pie Eating Contest Pie for sale by the Slice |
| 7:00 pm | Street Dance at TAP'T Out Stein-n-Dine |

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BOARD OF DIRECTORS

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|-------------------------|-----------------------|
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VISTA COMMENTS FROM VOLUNTEER BEN LEWIS



VISTA
Volunteers In Service To America

Dear Chamber Members,

Last month I introduced the idea that I'm going to continue a running narrative with you regarding sustainability, and simple ways to "go green", and I defined sustainability as the convergence of three principles, the three "P's" of People, Place, and Profit. Building on that, I would like to expand on each a little more and show how all three are interrelated.

People and business alike all need to make a profit. First off, we must meet our needs before we can set aside and help others meet their needs. As individuals, this means financial security, and frugality. As businesses this means keeping the doors open so that customers can shop, and buy. As a Chamber member, you already realize that people working together is a valuable aspect of community where you take care of yourself, and others, simultaneously. The

less you have to spend on your utility bills, the more you have to spend on payroll. So it follows that the more payroll you have available, the more you can stay open and receive customers. So how do you lower your utility bills so that you can stay open longer? Grab the easy, low hanging fruit that will make your building more efficient.

Have an energy audit and aim to implement at least 75% of the recommendations. Usually the first and easiest items that provide the biggest "bang for your buck" are more energy efficient lighting, and insulation. On average, incandescent light bulbs turn 90% of the electricity they use into heat instead of light. Compact Fluorescent Light bulbs (CFL), despite their higher initial price, will start to save you money right away. CFL's use 25% of the electricity that an

incandescent bulb for a comparable light output.

Converting your fluorescent tubes and ballasts from T12 to T8 can save you from 35-43% per light fixture. An LED light in your exit signs uses only 10% the electricity. All these add up and will immediately be visible on your Alliant bill.

Of course, another benefit of using less electricity is that less is produced. The more money you save through smart energy use, the less unnecessary CO2 is released into the atmosphere. By simply changing a light bulb you have helped pad your bottom line by reducing an expense and kept our air clean too.

BUYER—SUPPLIER NETWORK AVAILABLE TO LOCAL BUSINESSES

All Fayette County businesses are encouraged to sign up for a new free network called the Buyer/Supplier Network. Buyer Supplier is a web based program for businesses that connects both buyers and sellers in Eastern Iowa to promote and facilitate purchasing. Joining the Buyer Supplier network is like opening your door to new business! The program can identify opportunities for others to purchase your products while supplying you with information about products made in the region. The network helps you make connections with buyers and sellers in the counties of Allamakee, Clayton, Delaware, Dubuque, Fayette, Howard, Jackson, Jones, and Winneshiek. Your business can save up to 75% in shipping costs by purchasing from a regional supplier. Eastern Iowa has numerous suppliers offering competitive prices and requiring shorter transportation distance,



It's easy to get started today. Your business can sign up by providing a description of your company's products and services on buyersupplier.org. Once there you can also search the database to learn about products and services in the region and also post your needs for goods and services so other regional businesses can offer their solutions. You can also ask questions and communicate with other buyers and suppliers in the region using the Buyer Supplier Connections message board. If you are having difficulty signing up, please stop by the Chamber Office to get an application and we will assist in getting your business into the network.

MARKETING & BRANDING WORKSHOP COMING JUNE 22 & 23



Main Street West Union, in partnership with Main Street Iowa and Downtown Professionals Network, will be hosting a workshop "Preparing for Construction: A Branding & Marketing Tech Visit" on June 22 & 23 here in West Union. Jay Schlinsog, CMSM, with Downtown Professionals Network, the firm that assisted with our recent market analysis work, and Ben Muldrow, with Muldrow Associates, will lead the workshop designed to focus on brand identity and construction project marketing and promotion strategies. With the streetscape reconstruction project set to begin later this summer, it is necessary to develop a plan for how downtown businesses will deal with potential problems and situations

that will require special attention in advance of, or during construction. Local business owners will have an opportunity to offer their input and concerns and help develop an action plan to utilize during the construction period. Sessions for business owners and property owners will be held from 3:00—3:45 and 4:00-4:45 p.m. on June 22nd. If you would like to be part of the input sessions, please contact the Chamber Office at 422-3070. The workshop will also help develop ideas to use in a marketing campaign to assist in letting the public know that downtown businesses are still open for business during the construction period and will address signage, parking, and other customer related concerns. All workshop sessions will be held in the Kerndt Brothers Savings Bank Community Room, lower level. This workshop is being provided free of charge through the Main Street Iowa office.

GREEN PILOT UPDATE



NICC TO OFFER GREEN INDUSTRIES TRAINING: Fayette County Economic Development is a partner in a grant program recently awarded to Northeast Iowa Community College for their Green Industries Training Program. This new program will allow the college to provide local training in three new career fields that are emerging in Iowa. This grant from the US Department of Labor's Employment and Training Administration will provide training in three new fields including a certified home energy rater, wind turbine repair technician, and a green building professional. The training is offered at no cost or through full scholarship programs depending on the length of the training required. For more information about these new programs that will be offered in Calmar, please contact the NICC Admissions Office at 800.728.2256, ext. 376.

WEST UNION FEATURED IN NATIONAL PUBLICATION: The West Union streetscape project is featured in the March/April issue of Main Street Now, the national journal of the National Trust Main Street Center located in Washington DC. The article features the two Green Pilot communities from Iowa and the work they are doing on sustainable city development. The articles share information on both Woodbine and West Union and the work they are doing as Green Pilot model communities for the State of Iowa. You can visit the online version of Main Street Now at www.MainStreet.org.

RAIN BARREL CLASS COMING IN JULY: VISTA volunteer Ben Lewis will be leading a workshop on how to make a rain barrel on July 10th at the Fayette County Fairgrounds dance hall. Watch for more information coming in the July newsletter but mark your calendar now if you'd like to participate.

FIREWORKS CELEBRATION



The annual fireworks celebration will be held at the West Union Rec. Center on July 4th beginning at 10:00 p.m. If you would still like to make a contribution to this annual event, please drop your donation off at the Chamber office or donate your cans to the bin behind the office. Rain date for the fireworks is July 9th.



TRIATHLON IS JUNE 27

The 3rd Annual West Union Triathlon will be held on Sunday, June 27th at the West Union Aquatic Center and Rec. Center areas. The event includes a 3.1 mile run, 16 mile bike ride, and a 200 yard swim. Individuals and teams are welcome to enter. New this year is a Youth Duathlon for kids ages 5-8 years old with a run and swim. For more information about the event please visit the West Union Park & Rec. website or call director Kathy Guyer at 422-3685.



CHAD ELLIOT CONCERT

Main Street West Union's Promotion Committee is hosting a FREE lawn chair concert on the Fayette County Court House Square on Thursday, June 24. The concert features Iowa musician Chad Elliott who is touring the state this summer sharing his music. Bring your lawn chair and enjoy this outdoor concert. Grab a sandwich from one of our local restaurants to enjoy if you'd like. A free will donation will be taken to help the artists with travel expenses.

COSC OPEN HOUSE

Northeast Iowa Community Action recently completed their energy efficient home located on South Pine Street here in West Union. The house features many of the energy efficient techniques that were shared during the Center on Sustainable Communities' recent green building training hosted here this past spring. COSC will be hosting an Open House at the home so local residents can see the finished project and view the sustainable home construction products used to build this home. The Open House will be held on Friday, June 11 from 4-7 p.m. and on Saturday, June 12 from 9 to noon. Stop by and take a look at this new home and all of its energy efficient equipment.



JUNE 2010

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«Business Name»
«Manager»
«Mailing Address»
«City State for Mailing»

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JUNE CALENDAR OF EVENTS

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| 1 | Fayette County Tourism Meeting Turkey River Rec. Corridor Meeting | 11 | West Union COSC Home Open House | 19 | K&K Garden Quilt Extravaganza |
| 2 | MSWU Organization Committee meeting | 12 | West Union COSC Home Open House | 20 | Happy Father's Day |
| 4 | MSWU Pledge Drive Breakfast at TAP" T Out Stein-n-Dine | 14 | Flag Day MSWU Promotions Committee Meeting | 21 | WU City Council Meeting NF School Board Meeting |
| 5 | Dairy Day Celebration | 15 | Chamber Board Meeting | 22 | FCED Board Meeting Main Street Iowa Tech Visit |
| 7 | MSWU ICN at North Fayette WU City Council Meeting | 17 | Barn Quilts of Fayette County Meeting | 23 | Main Street Iowa Tech Visit |
| 8 | MSWU Board meeting | 18 | West Union Community Development Executive Board Meeting | 24 | Chad Elliott FREE Concert |
| 9 | Barn Quilts of Fayette County Meeting | | | 27 | West Union Triathlon |
| 10 | Chamber Retail Committee Meeting | | | | |

