



# CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!

[www.westunion.com](http://www.westunion.com)

April 2014



The West Union Chamber of Commerce Retail Committee is sponsoring the 5th annual "Diva Days" retail event on April 11th and 12th. The ladies shopping event will encourage visitors and members of the community to check out all the new Spring merchandise arriving in West Union's stores! An opportunity to showcase their services and merchandise, many of the participants will be offering special savings, yummy refreshments and samples, and educational demonstrations. Shoppers may also register in each business for a chance to win a gift certificate or gift from that business. The more stores you hit, the better the chances of winning!

Merchants participating in this year's event are: Moonlight Stitching Studio & Sisters Retreat, Just Relax Massage & Wellness, Old Mill Floral, West Union Hardware, McJ's Embroidery, the Fayette County Union, Quillin's Foods, Union Drug, Curves, Napa Auto Parts, Good Samaritan Society, and Sims TV & Electronics.



Tickets are now available at the Main Street West Union and Chamber offices for the annual "Divas & Dining" event sponsored by Main Street West Union's Promotion Committee. This year's theme is "Divas on the Dock" and will be held on April 10th at Echo Valley Speedway. This ladies night out will feature boutique shopping, tropical drinks, an appetizer buffet, a delicious meal, and a fun Spring Style Show! Tickets are \$16 in advance, \$20 at the door.

Ladies who purchase their tickets before April 4th will be entered into a drawing for a Beach Gift Basket. The first 100 ladies through the door the night of the event will receive a Swag Bag from the Chamber Retail Committee! Coupon books are included in the bags with special deals for the Chamber of Commerce Retail Event, Diva Days, on Friday and Saturday, April 11th & 12th. Mark your calendars and plan to attend this year's event to help you "Escape the winter blues!"



## Chocolate Walk Winners!

Congratulations to Judy Appelman of West Union for winning the "Chocolate Lovers" gift basket and to Kaylee Lerch of West Union for winning the Kids "Chocolate Lovers" bag for participating in the St. Patrick's Day Chocolate Walk! This event sponsored by the West Union Chamber of Commerce and donations were also collected for the Fayette County Food Shelf! Thanks to all that made this event a big success!

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### BOARD OF DIRECTORS

|                     |                     |
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| Melody Patrick      | President           |
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### COORDINATOR

Melissa Fagle

## 5:05 Community Social

The Chamber invites everyone in our community to attend the 5:05 Community Social!

It will be held every month on the Second Tuesday at 5:05 pm and

One attendee will be drawn to win a door prize of \$25 in Chamber Bucks!

Businesses who host may give a short presentation at 5:30 pm and

Light snacks and beverages are encouraged, but not required.

Chamber Members are invited to contact the Chamber to choose a month to host the 5:05 Community Social!

This is a great chance to market your business and network with members of our community!



See you on Tuesday, April 8<sup>th</sup> at 5:05 at Cedar Court Senior Living Apartments, 111 Lilac Avenue

There will be a short presentation at 5:30 on "Senior College Courses"

There will be a Chocolate Fountain along with finger sandwiches, coffee, milk, hot chocolate & cappuccino

Everyone is welcome at this 5:05 Community Social! Stop by! Let's have some fun!

### Good Samaritan Society 5K Glow Walk/Run Saturday, April 5th

Come to the West Union Recreation Center Parking Lot Saturday, April 5 at 7:15 p.m. to check-in for the 5K Glow Walk/Run the event is scheduled to start at 8:00 p.m. You will receive a map of the route, and lighted checkpoints will also be located throughout the course. This is not a timed race. All proceeds will go toward a Whirlpool Bathing Spa. Enjoying the whirlpool is the favorite part of the day for some of our residents. An additional whirlpool will allow all of our residents the opportunity to benefit from warm, moving water which can soothe arthritic muscles, speed the recovery of injuries, and calm dementia-related anxieties. "I get warmed up when I'm cold and it really soothes my muscles; I just love it!" says resident Ruth Moravetz. A Whirlpool bath is such a simple thing, but it can have lasting benefits. You can make a difference, helping us make our residents feel loved, valued and at peace. For details or questions contact Sharon at 563-422-9692 or [sshafter@good-sam.com](mailto:sshafter@good-sam.com)

## Chamber Spotlight: Palmer Lutheran Health Center Auxiliary

Palmer Lutheran Health Center Auxiliary is well aware of the cost to help maintain a comfortable hospital for the community. Using fundraising monies to purchase such things as TVs for patient rooms and family rooms, oncology room furnishings, baby books, electric beds and window treatments, the Auxiliary gives back to its local hospital and community yearly.

"We are proof of how important it is to volunteer and give back to your community," Auxiliary secretary, Jamie Hoey, states. "There is so much the Auxiliary has given the hospital in terms of items and money; however, it is member's time and talents that make the Auxiliary what it is today. These ladies can always be counted on to work an event or share their baking skills."



Starting in 1939, 48 women signed up paying dues of 25 cents per year and promising to promote the local hospital in the public's eye. Today, the Palmer Lutheran Health Center Auxiliary still has regular membership that meeting monthly to determine ways in which to promote healthcare locally.

The Auxiliary oversees the hospital's gift shop with a variety of items from baby gifts to women's accessories, such as scarves and jewelry. In addition, the Auxiliary organizes and promotes health-related community projects such as LifeServe Blood Center of Iowa, awards scholarships to health career students from North Fayette Valley, hosts and attends Iowa Hospital Association Auxiliary Convention and provides food for the hospital's annual "I Feel Good" Walk/Run and Fall Fund Fest.



"We are always encouraging others to volunteer and assist wherever possible," Hoey said. "There are so many ways to volunteer for Palmer that people can pick and choose what works best for them." Palmer Auxiliary volunteers can bake for events/fundraisers, work at events/fundraisers, make rag rugs, be a pink lady, do clerical tasks, help with special projects and/or attend meetings to provide input. "Someone can give a great deal of time or just a couple hours a year to the hospital volunteering," Hoey explains. "This is the type of volunteering that fits everyone."

In recognition, Palmer Lutheran held a special 75<sup>th</sup> Anniversary celebration honoring former and current Auxiliary members and paying tribute to members it has lost along the way. "When you give as a volunteer to help others, you get back so much more in return than what others might realize," Hoey finishes.

For more information on Palmer Auxiliary or to join, contact Jamie Hoey, 563-422-9763.

**Thank you to Palmer Lutheran Health Center for your Chamber membership and support!**

# Chamber Bits...

## ANNUAL PANCAKE SUPPER

West Union Fire Department will hold its annual Pancake & Sausage Supper on Thursday, April 24th from 5 pm to 9 pm. Support our local volunteer fire department and enjoy this great community gathering and some yummy pancakes and sausage!

The upstairs apartment in the Chamber building will be available for rent June 1st. Contact the Chamber office for more information.



The West Union Chamber of Commerce is pleased to offer two social media classes in May!

**Facebook for Business: Introduction** will meet Tuesday, May 6th from 5:30 to 8:00 pm

**Facebook for Business: Advanced** will meet Tuesday, May 13th from 5:30 to 8:00 pm.

The class fee for each will be \$25 for Members (West Union Chamber of Commerce, Fayette County Economic Development and Tourism or Oelwein Chamber & Area Development Members) or \$30 for Non-Members.

Classes will be held in Oelwein at the Regional Academy for Math and Science and are open for anyone to take!

For more information or to register call 1.800.728.2256, ext. 399 or visit [www.nicc.edu/solutions](http://www.nicc.edu/solutions)

## Community Planning Meeting Set

Now that construction is complete on the streets in downtown West Union, it is time once again to have our annual community celebrations! All local organizations and individuals who would like to offer input and assistance in planning a great festival for the community are invited to attend a Community Planning meeting on Tuesday, April 22 at 5:00 p.m. in the upper meeting room at 122. Light refreshments will be served.

**CHAMBER BOARD MEETINGS HAVE BEEN CHANGED TO THE 2ND THURSDAY OF THE MONTH AT 7:00 AM. ALL CHAMBER MEMBERS ARE WELCOME TO ATTEND MEETINGS. THEY ARE HELD IN THE BOARD ROOM AT THE CHAMBER OFFICE.**



*Shop West Union During Diva Days and Check Out These Fun Things To Do!*

Check out great deals on merchandise at our participating merchants!  
 Register at each location to win great PRIZES or GIFT CERTIFICATES!  
 Enjoy shopping in West Union & lunch at local restaurants!!

Sponsored by the  
 West Union Chamber of Commerce  
 Retail Committee



## GREEN PILOT UPDATE

### MULTI-FAMILY HOUSING PROJECT:

Work continues on the three buildings that are a part of the Multi-Family housing project. New windows are in and sheet rocking has started. Once the spring weather arrives, there will be outside work taking place with painting and tuck-pointing. Any interested renters will be required to fill out an application and meet LMI requirements. If you are interested in learning more about this program, please contact the Main Street West Union office. The State of Iowa will be issuing another round of funding for more multi-family housing projects. Any building owner who is interested in rehab of their 2<sup>nd</sup> floor property should contact the MSWU office.



### FAÇADE MASTER PLAN UPDATE:

Work continues on several downtown buildings which are a part of this program.. The enclosures on the front of the buildings allow the construction company to continue working through this chilly weather but will soon be coming down. Watch for more new windows and doors to be installed during the month of April.

### BUSINESS INNOVATION CHALLENGE GRANT:

West Union Community Development and Main Street West Union have submitted a joint grant application to the state of Iowa for the Business Innovation Challenge grant program. If awarded funding, the groups plan to put together a comprehensive marketing campaign to recruit new businesses to the community. Award notifications will be made in April.

### WEST UNION TO BE HONORED AT MAIN STREET IOWA AWARDS

The City of West Union will be honored on Friday evening, May 2<sup>nd</sup> during the Main Street Iowa awards ceremony for reaching the \$2 million dollar benchmark in private dollars invested in the community. This accomplishment recognizes the investment of private building owners and businesses in improving their properties since the community became a part of the Main Street program in 2006. This award separates out grant funding and only recognizes private investment dollars. Congratulations to the City of West Union and the many business owners who continue to invest in our community!



## WESTUNION CHAMBER of COMMERCE

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### ***A PASSION FOR SERVICE***

How To Win Customers and Reduce Lost Sales

Be honest - do *all* your employees treat customers the way you like to be treated when you're a customer? *ALL THE TIME?*

Save the date **Wednesday, April 16** for a fantastic workshop!

Nationally recognized speaker, Bill Drury will be in Decorah with his customer service workshop. He will teach proven strategies and techniques to help create lifetime loyal customers and reduce lost sales. It is a half day workshop on customer service excellence, and here are some of those strategies and techniques you'll learn:



- Get ready for turbulent change
- How to stay motivated in tough times
- Build and maintain a positive attitude
- Communicate respect to every customer
- Remember and use customer names
- Personalize their service!
- Listen effectively
- Know who really signs their paycheck
- Make a great first impression
- Overcome stress and burnout
- Take pride in your job!
- Turn irate customers into the best customers

Bill Drury has worked with Zig Ziglar Foundation and delivered more than 1000 workshops for the last 10 years. He is a member of the National Speakers Association. Check-out his website to know more about him: [www.billdrury.com](http://www.billdrury.com).

The workshop will be held at the Oaks Steak House in Decorah at 8:30 a.m.–12 p.m. on April 16.

Do not miss this great opportunity! You can register by calling (563)382-3990 or email [info@decorahareachamber.com](mailto:info@decorahareachamber.com).

**Members of the West Union Chamber of Commerce will receive a reduced rate for this workshop!**