



CHAMBER OF COMMERCE NEWS



OCTOBER 2008

HOLIDAY PROMOTION BEGINS NOVEMBER 4

With less than 80 days until Christmas, it's time to get ready for the 2008 holiday season. The Chamber Retail Committee is planning for the 2008 Holiday Punch Card promotion which will kick off on Wednesday, November 4. This year's theme "Ever-Green Christmas" will incorporate some green principles including the launch of a recyclable West Union shopping bag in addition to great prizes including a Wii game and a Tom-Tom navigation system. Customers will have a chance to also win gift certificates to local stores.

This year's event will begin on Wednesday, November 5 and run through Christmas Eve. Punch

cards valued at \$150 each will be distributed at participating merchants. Completed cards can be turned in at the Chamber office where customers will receive a free reusable West Union shopping bag. If your business is interested in being a sponsor on the bag, please see the story on page 2 or call the Chamber office for further details.

Fees to participate in this year's event are \$50 per business plus a \$25 gift certificate to your business. The gift certificates will be given away during the drawing to encourage customers to shop locally this holiday season. Your \$50 fee includes all advertising, including newspaper and radio, punch cards,

point-of-sale posters and prizes.

A registration form is included with this newsletter and can be mailed, faxed, or dropped off at the Chamber office. Please return forms before October 20th to be included in the advertising packages.



WEST UNION NAMED IOWA GREAT PLACE!!

The City of West Union was named an Iowa Great Place on September 29th in Des Moines. The city submitted an application to the state program in August in hopes of receiving the designation. A group of 15 community leaders and residents accepted the award from Lt. Governor Patty Judge.

The Iowa Great Places program assists Iowa communities in promoting their unique sense of place through technical and financial assistance. The West Union applica-

tion focused on 4 project areas including the green streetscape project, the court house square plaza design, a walkable/bikeable plan connecting the downtown middle school with other school areas, and energy efficient, zero water run-off properties. All of these projects are not new, but just further development of plans already underway.

The benefits of being named an Iowa Great Place are many. The process directs resources and action to projects that enjoy broad support.

State agencies will now become familiar with the priorities and projects being worked on here in West Union, allowing for relationships between state agency representatives and local leaders to be established.

A planning meeting will be held on October 16 at the Chamber/Main Street office beginning at 9:00 a.m. Frances Boggus, state coordinator for Iowa Great Places, will be attending.

Inside this issue:		BOARD OF DIRECTORS	
West Union Shopping Bags	2	Jane Blumhagen	President
Weatherization Workshop	2	Kristine Krivachek	Vice President
FastTrac Classes	3	Deb Merrill	Secretary
Green Pilot Program Update	3	Brian Reichter	Treasurer
EntreBash!	3	Cheryl Meyer	
Calendar of Events	4	Gary Steinlage	
		Robin Bostrom	Executive Director

SHOP LOCAL—SHOP WEST UNION BAGS

In an effort to reduce the amount of plastic bags ending up in the landfill and promote shopping locally, the Chamber Board has ordered 1,000 reusable West Union shopping bags. The polypropylene tote bags will be rolled out during the 2008 holiday Punch Card promotion starting in November. The neon green bags have "Shop West Union" on one side and will list up to 6 business sponsors on the other side. You can be a sponsor on the bag for only \$100! Those businesses who sponsor the bags will receive 25 shopping bags FREE to distribute to their customers or employees. To secure your name on the bags, drop off a check for \$100 to Robin at the Chamber office. Deadline to sponsor is **Friday, October 17!** The Retail Committee is working on special events to allow extra discounts and savings for customers who use their shopping bags. Reusable shopping bags will also help reduce your out-of-pocket costs associated with purchasing bags for your customers. This is just one more effort to become a great Green Pilot Community!



GHOSTS OF "WU"



Friday, October 24th

Take a ghostly tour of downtown West Union. Learn some history about the downtown buildings and their inhabitants - as told by the ghosts themselves!

5 to 6 ghosts will be haunting from 8:00 am. through 1:00 p.m. ~ stop by to say "hellooooooo"!



COMMUNITY WEATHERIZATION WORKSHOP

Black Hills Energy (formerly Aquila), along with the Chamber of Commerce, Main Street West Union, Norby's Farm Fleet and Garvin's Appliance & LP Gas, will be hosting a residential Weatherization Workshop at the United Methodist Church on October 27 from 6:30—7:30 p.m. Representatives from Black Hills Energy will be showing ways for residents to improve the energy efficiency of their homes by utilizing different weatherization techniques. All attendees will receive a bag full of items to use throughout their home to reduce the cost of energy this winter. Local businesses will show how to use the materials they sell and door prizes will be given away to those in attendance. If your business would like to be a part of this event, please contact Laura Roussel at 563-583-0415, extension 22 by October 10th. Local volunteer teams will be blitzing the community in early November to assist elderly and low-income residents with installation of weatherization items.

This program is another part of our Green Pilot efforts in West Union and is aimed at reducing the cost local residents will pay for energy costs this heating season. Mark your calendar to come learn about several simple and easy measures you can take to lower your energy bills.

MARK YOUR CALENDARS!!

**The Chamber Holiday Punch Card Promotion is scheduled for
November 5-December 24, 2008**

Prizes this year include a Wii Game and a GPS Navigation System!!





GREEN PILOT PROJECT UPDATE

WEBSITE: Work continues on the development of a new website for the city of West Union. The website will have an expanded business directory with a monthly business feature. Only Chamber members will be highlighted in the feature which will change each month. Watch for the new website scheduled to launch November 1st. The cost to redesign the website is being paid for through a grant from the Iowa Department of Economic Development.

DESIGN CHARRETTE: The Iowa Architectural Foundation hosted the Rear Façade Workshop on September 4-6. Drawings of the suggestions are on display in the Chamber office and a power point presentation is available as well. If you would like to have the presentation made for your business or civic group, call the Chamber office to get on the schedule.

GRANT WRITER: The City of West Union will be hiring a grant writer to submit proposals for funding for the proposed streetscape project. The position is being funded through the Iowa Department of Economic Development up to \$20,000. Applications and interviews will be conducted in October with an estimated start date of November 1.

ENERGY AUDITS: Energy audits are just about complete. If you signed up for an audit and have not yet had a visit, please call the Chamber office so we can assist in getting it complete. Please remember to sign and return your release forms as soon as possible.

Palmer Memorial Foundation's Annual Basket Auction is coming October 23rd. Please contact the PMF @ 563-422-3811 or by email at: jelsbernd@palmerlutheran.org to see how you can help!



FAST-TRAC CLASSES BEGIN OCTOBER 21



Fayette County Economic Development and the Northeast Iowa Business Network (NEIBN) will be hosting the FastTrac Growth Venture classes starting on Tuesday, October 21. The 10-week classes are designed for small business owners who are looking for ways to grow and expand their business, or entrepreneurs looking to get started. The class will be held each Tuesday evening from 6:30-8:30 p.m. in Room 200 of the Andres Business Building on the Upper Iowa campus in Fayette. Cost of the classes is only \$40 which includes all materials. Interested individuals must pre-register for the class and can download the registration form from the FCED website at www.fayettecountyia.com under the Business/Educational Opportunities tab. For additional information, please contact the FCED office at 422-5073.

West Union Chamber of Commerce
101 North Vine St
West Union, IA 52175

Phone: 563-422-3070
Email: wuchamber@alpinecom.net

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

AREA CALENDAR OF EVENTS



- | | | | |
|----|--|----|--|
| 6 | West Union City Council | 16 | Barn Quilts of Fayette County |
| 7 | Retail Committee Meeting | | Iowa Great Places Meeting |
| 8 | Main Street Workshop in Burlington | | Northeast Iowa Food & Fitness meeting in Fayette |
| 9 | Main Street Workshop in Burlington | 17 | Women's Business Leadership Event in Decorah |
| 10 | First National Bank OctoberFest | 20 | West Union City Council |
| 13 | MSWU Promotions Meeting | 21 | FastTrac Classes begin |
| 14 | EntreBash at Country Hills | | MSWU Design Committee |
| | Chamber Board Meeting | 23 | Palmer Lutheran Basket Auction |
| | MSWU Business Improvement | 24 | Ghosts of WU |
| 15 | Fayette County Local Housing Trust Fund meeting in Fayette | 27 | Weatherization Workshop at United Methodist Church |
| | | 28 | FastTrac class |
| | | 31 | Trick or Treat Night for Halloween |



Trick or Treat Night for
Halloween will be
5:00—9:00 p.m.
Friday, October 31st!