



CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!

www.westunion.com



February 2011

EDUCATIONAL CLASSES OFFERED

Local businesses have the opportunity to improve their business skills this winter through several class offerings. Through a partnership with Northeast Iowa Business Network and Fayette County Economic Development, a Quick Books class and a FasTrac business class will be offered..

The first class will be a 3-week session of Quick Books 2010 on March 7, 10, & 14. The class will be held from 6:00-8:00 p.m. at the West Union Library. Attendees will learn how to set up a complete accounting system for their business that they can use on their own computer. Participants should bring their account information with them to the class so that they can enter it into the system. The class will be taught

By Gerry Scheffmaier director of UIU's e-Commerce Center using their portable laptop lab. Fee for the class is \$20. To register please call the FCED office at 422-5073. Class size is limited to 20 students so call early to reserve your spot.

The next class offered is a 4-week FasTrac business class that will be held at Upper Iowa in Fayette beginning on Thursday, April 7th. The class will focus on all aspects of running a small business and would be suitable for anyone interested in starting a business or those wishing to improve their current business. Fee for the FasTrac class is \$40 and reservations can be made by calling the FCED office at 422-5073.



Northeast Iowa
BUSINESS NETWORK

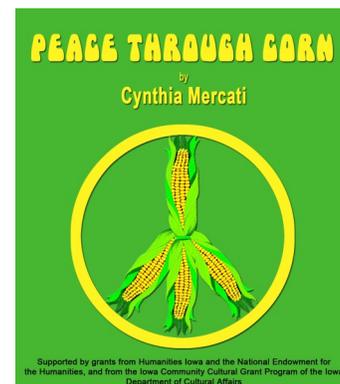
Growing Opportunities

PEACE THROUGH CORN AT NF PAC

Main Street West Union will be hosting a special two-man drama "Peace Through Corn" on Monday, February 20 at 7:00 p.m. in the North Fayette Performing Arts Center. West Union is one of eight communities across the state selected to host the presentation funded in part by Humanities Iowa, the National Endowment for the Arts, and the Iowa Department of Cultural Affairs.

Written by Iowa playwright Cynthia Mercati, the play commemorates the unique and amazing friendship of Soviet Premier Nikita Krushchev and Iowa farmer Roswell

Garst. Half a century ago, Krushchev made a historic visit to Iowa and Garst's farm in Coon Rapids, Iowa. "Peace Through Corn" tells the story of the unlikely friendship between Khrushchev and Garst through a staged dialogue between the two men, based on actual language from their letters, memoirs, and historic press coverage. The performance shows the power of agriculture and citizen diplomacy to reach across ideological and cultural barriers and promote peace. Tickets for the presentation are \$5 and are available at the Chamber/Main Street office.



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BOARD OF DIRECTORS

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WHY BUY LOCAL?

Reason #1 *Local Business Owners Invest in our Community.*

Local businesses are owned or managed by people who live and work in the region. They raise their families here and invest in our community's future.

They support our schools, our organizations, and our quality of life.

Shift 5% of YOUR spending to local businesses.

Support the businesses that support YOU.

VISIT Eastern Iowa's buy local search engine
 The New
BUYERSUPPLIER.ORG
 FIRST

Fayette County has joined with other counties in Northeast Iowa to promote the growth of the Buyer Supplier Network. What is it? Buyersupplier.org is a way for local businesses to promote their business and look for suppliers for items they may need for their business. By shifting 5% of your business spending to a local NE Iowa business, you help promote our corner of the state and improve the economic climate right here where we live. There is NO COST to register your business on the site which can serve as another source of free advertising. Check out the website and register your business. If you need assistance, please contact Robin at the Chamber office.

THANK YOU VOLUNTEERS!



The holidays have come and gone, and most of us have put away the decorations for another year. The Chamber of Commerce is very lucky to have a small group of dedicated volunteers who help with the holiday decorations each year in West Union. The Chamber owns the holiday wreathes installed every year on the downtown light poles and the garland decorating the businesses at Lilac Plaza. Without the help of our volunteers, this holiday project would not happen. We'd like to thank the following folks for helping with the decorating this year: Chris Lauer, John and Mike Lauer, Dick

Woodard, Jackie Loomis, Mitchell Ihde, Lisa Miller, Mark Bostrom, Ryan Hoey, Melody Patrick, Cheryl Meyer, and Carolyn Havenstrite. Special thanks to Imperial Roofing and Mike Lauer for the use of their trailers for transporting wreathes.

We appreciate these folks for getting up early and battling the cold to make sure West Union looks great each holiday season.

PLANNING BEGINS FOR LADIES WEEKEND

The Chamber Retail Committee and the Main Street West Union Promotions Committee are working jointly on the second annual Ladies Event for West Union. The event will kick-off on Thursday, April 7th with the Main Street "Divas & Dining" event which will be held at Country Hills. The evening will feature a special meal with entertainment set to a Vegas theme. Elea Uhl, from Decorah will share her story on how she designs custom-made Santas.

Tickets for the Divas & Dining are \$15 and will be on sale at the Chamber/Main Street office in March. The fun continues on Friday & Saturday with special sales and demonstrations in several participating stores. Any business that is a Chamber member is encouraged to participate. More details are being developed. Businesses are encouraged to attend the Retail Committee meeting on February 10 to help plan further details. The event is

CHAMBER RETAIL COMMITTEE

The Chamber Retail Committee will be meeting on Thursday, February 10th at 7:00 a.m. at the Chamber/Main Street office. They will be planning for the Ladies Shopping Event scheduled for April 8th & 9th, special events to coordinate with Mother's Day, and a summer promotion. All retail members are encouraged to attend and share in the planning.

geared toward bringing additional shoppers to West Union for a special weekend just for the ladies. Watch for more details in upcoming Chamber newsletters as they become available.



GREEN PILOT UPDATE

STREETSCAPE CONSTRUCTION UPDATE: Construction will begin again in late March or early April on the downtown streetscape project beginning on the southern edge of Vine Street. The project will move north a block at a time. Areas are currently being identified for employee and customer parking, and delivery locations in the rear alleyways. Traffic flow patterns and one-way options are being considered by the design team and the city council in anticipation of the summer construction. Businesses that receive deliveries on Vine Street are asked to contact the Chamber office with their delivery schedules so that we can share that information with the engineers and planners to develop alternative plans that can be used during the construction phase.



HISTORIC BRICKS: Hundreds of historic bricks will be saved during the excavation of the downtown streets and made available for sale to local residents. While some of the bricks will be saved and reused as decorative accents in several locations, a large number will be available to purchase. These bricks would make great accents to your private landscape projects and preserve a bit of West Union's history at the same time. The exact cost of the bricks has not yet been determined, but a sample of the bricks is available at city hall if you are interested in seeing what they look like. More information will follow in the near future on how you can purchase these bricks.

FINANCIAL ASSISTANCE PROGRAMS: There are several financial assistance programs available to assist West Union businesses in making energy efficient and façade improvements to their businesses. Business owners are reminded that some of the assistance programs require the project to be approved for funding prior to any work beginning. Now is a great time to take a look at possible projects you may be considering for your business and begin the process of completing an application, getting bids from contractors, etc. That way you can have all of your paperwork done and be ready to begin your project when the weather conditions allow.

What's Happenin' in WU...



EVA Hosts Indoor Shoots

The Echo Valley Archers will be hosting two indoor shoots in February and March at the Fayette County Fairgrounds. The local archery group has one of the largest indoor shooting ranges in Northeast Iowa featuring life-size 3-D targets. Team shoots are held the Friday evening before the weekend shoots. Participants can shoot 2 rounds of 25 targets with a cash payout for each class. Cost is \$12 for adults and \$6 for ages 12 and under. The next shoot will be February 5 & 6, 2011. For additional information please call 563-380-2486 or 563-380-7417 or visit the website at www.echvalleyarchers.blogspot.com. This event has brought up to 300 people to West Union in the past. Please welcome these visitors to our community if they visit your business. The March shoot is scheduled for March 5th & 6th.

Thank you

Banquet Sponsors!!

Thank you to the following businesses for sponsoring the appetizers and dessert at the Community Awards Banquet in January:

- Palmer Lutheran Health Center
- McJ's Embroidery Accents
- Moonlight Stitching Studio & Sisters Retreat
- Country Hills Community Golf
- Imperial Roofing
- Haven Electronics
- Edge Fx Salon
- Schwan's Home Delivery
- First National Bank
- Loomis Plumbing & Heating



WELCOME NEW CHAMBER MEMBERS!



We'd like to welcome the following new members to the Chamber:

- Krehmer & Kehe Financial Services—Jared Krehmer & Tom Kehe purchased Bob Kloster's business last fall and we welcome them to the West Union area.
- Unique Memories by Rachel—owner Rachel Gibson. Rachel is a new photographer in the West Union area specializing in families, seniors, weddings, and more.
- Scentsy Direct Sales—Jessica Bushman, Independent Consultant. Jessie has a great selection of wonderful candles and products from Scentsy. Give her a call at 563-419-8508 to book a party or make a purchase.



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FEBRUARY CALENDAR OF EVENTS



- 5 Food & Farm Expo—NICC Dairy Center
- 6 NF Mini Fine Arts Festival at HS
- 7 West Union City Council meeting
- 8 Chamber Board Meeting
Turkey River Rec Corridor meeting
Main Street WU Board meeting
- 9 MSWU Organization Committee meeting
- 10 Chamber Retail Committee meeting
WU Light Special at Lilac Plaza
- 11 Barn Quilts of Fayette County meeting
MSWU Promotions Committee meeting
- 14 Happy Valentine's Day
- 15 MSWU Design Committee meeting
- 16 Lutheran Churches Youth Pancake Supper at
Fayette County Fairgrounds
- 21 Peace Through Corn at PAC
West Union City Council meeting
- 22 Regional Chamber Executives meeting
FCED Board meeting
- 24 EntreFest in Dubuque
- 25 EntreFest in Dubuque

**WU LIGHT
SPECIAL!**

Join the Main Street West Union Promotions Committee, Pizza Palace, Union Drug, Edward Jones Financial, and Dr. Fred Eicker for a Valentine's WU Light Special!

- Thursday, February 10th
- 4:00—6:00 p.m.
- Tasty treats!
- Special prizes!
- Valentine specials sure to please your Sweetheart!