



CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!

www.westunion.com



October 2010

HOLIDAY PUNCH CARD STARTS NOV. 3

Believe it or not there are only 84 days until Christmas! While many of us haven't even decorated for fall it's time to think about the Holiday Punch Card promotion. Now in it's 5th year, the punch card promotion encourages shoppers to make more of their holiday purchases locally. The promotion will begin on November 3 and run through Christmas Eve on December 24th. Each punch card is valued at \$150 and completed cards allow customers to be entered into weekly drawings for gift certificates from West Union merchants. While it takes a little effort to punch each customers card when they make a purchase, it allows both customers and business owners a chance to see how local spending benefits all of us. Our

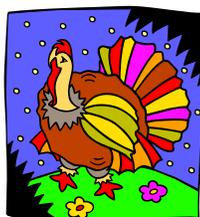
goal this year is to have 5000 cards returned for the drawings. That equates into \$750,000 in sales for participating merchants!

Sign-up forms are included with this newsletter and must be returned to the Chamber office by October 22nd. Forms returned after October 22nd will not be included in the first radio and newspaper ads, so make sure to get your form returned by that deadline. This year's fee is \$75 and a \$25 gift certificate from your business. Registration fees include all your punch cards, POS materials for inside your store, newspaper & radio group advertising, and a snowman cut-out to place outside your business so customers know you are a participating

merchant. Weekly drawings will begin on Monday, November 15th and be held every Monday throughout the promotion. Please make sure your front-line employees understand the program and are asking customers for their card with every purchase. Grand prize drawings this year will be \$100 in West Union Scrip dollars to encourage even more shopping in West Union.



HOLIDAY HOUSES ARE NOVEMBER 11-13



The holidays are just around the corner and Holiday Open House dates will be November 11, 12, & 13 in West Union. All merchants are invited to participate and encouraged to

have special sales and discounts in their businesses. Holiday Open Houses are not just for retail locations, but for service businesses as well.

Special coupon sheets, similar to those done for the Fall Open Houses will be made for any business that would like to participate. The coupons will only be good during the Open House dates and can be for any offer the business wishes to provide. Offers could include Buy One Get One Free, percentage off a single purchase, free items—the options are unlimited and can be customized for each location. Coupon information is due to the Chamber office by October 22nd and cou-

pons will be available the day the punch card program begins on November 3rd. The coupons are also emailed out to an electronic database the Chamber has begun to develop including all Chamber members. For additional information, please call the Chamber office or plan to attend the Retail Committee meeting on October 14th at 7:00 a.m.

Inside this issue:

VISTA Update	2
Fall Computer Workshops	2
Green Pilot Updates	3
What's Happening in WU	3
Calendar of Events	4

BOARD OF DIRECTORS

Jackie Loomis	President
Lisa Miller	Vice President
Deb Merrill	Secretary
Brian Reichter	Treasurer
Robin Bostrom	Director
Cheryl Meyer	
Justin Steinlage	
Brent Parker	

VISTA COMMENTS FROM VOLUNTEER BEN LEWIS



VISTA

Volunteers In Service To America

This month I'm taking a different approach to this column to explain the importance of physical activity. On Wednesday, Oct. 6th, the pre-K through middle school students in the NF School District will be participating in International Walk to School Day. There are three reasons to promote walking (and biking) to school: encouraging healthy children, improving air quality and the environment, and raising awareness around safe routes for children to walk or bike through town. Together, these goals help to reinforce the healthy habits and cultures that make Fayette County such a great place to live.

Obese, inactive children grow into unhealthy adults that, for the first time in two thousand years, have a shorter life expectancy than their parents. Twenty years ago, when I was in elementary school, we didn't talk about "Type II" diabetes, we called it "adult onset." Unfortu-

nately now the term "adult onset" is obsolete, because this disease is increasingly showing up in children. To me, these are symptoms of a sick society. Fortunately, the cure is universally available, free and fun. One hour per day of outside play is enough exercise to stop and start to reverse the dangerous health effects of these statistics.

For each minute that the typical US cars idling, it emits 6.6 grams of Nitrous Oxides, Volatile Organic Compounds (VOC), and Carbon Dioxide. Multiply 6.6 times the number of cars idling around and through your school's parking lot and you get a bunch of unnecessary pollutants being released around your children (not to mention all of that spent gas). When more students walk to school, there will also be less point pollution and less congestion for those times when you really do need to drop off your student. Finally, as pedestrians start to reclaim

their space along streets, and you, community minded citizens, become more empowered to encourage the local government to fund walking and cycling amenities, redesigning intersections to facilitate a sense of safety when crossing, the fabric of community will bind closer together. Visiting a neighbor, going to the park, or just out for a walk will be the natural, easy choice.

These are the goals, benefits, and reasons for promoting walking and cycling to school, but they won't happen overnight. And they won't happen unless the community decides that they are worth pursuing. Together we can teach drivers to be more aware of pedestrians walking through town, and we can watch when we drive ourselves. Please join the effort to make our community healthier and safer by volunteering to walk with a North Fayette student on October 6th.

COMPUTER WORKSHOPS AVAILABLE

Northeast Iowa Business Network (NIBN), a regional economic development group involving 6 counties in NE Iowa, is hosting several training workshops this fall to help small business owners improve their computer skills and market to customers via the world-wide web. Main Street West Union is also hosting a workshop to help business owners utilize Facebook as a way to market to customers. NICC also offers several classes of interest to small business owners and a full listing is available on their website. Check out all the offerings and register soon. If there is a topic you would like to see offered, please call the Chamber office and we will try to accommodate your needs.

Facebook 101

Date: October 20th

Time: 5:00—7:00 p.m.

Location: Gates Computer Lab at the West Union Public Library

Cost: FREE

Register by calling 563-422-3070

Everybody is talking about Facebook. Do you have an account or would you like to have one? Did you know that you can use Facebook as a way to market for your business? Whether you'd like to learn to use it for your business or personal use, come learn what this social networking stuff is all about. By the end of the workshop you will have an account set up or learn how to better use the account you already have created. Learn how to create fans for your business and communicate with your customers.

Grow Your Business With Cloud Computing

Date: October 26th

Time: 5:00—6:45 p.m.

Location: Upper Iowa University Edgar Fine Arts Room 213

Cost: \$20

Register by calling 563-422-5073

Jason Trout and Peter Awad will present simple strategies to dramatically increase the efficiency of your business or organization. Learn how to use your computer to automatically transcribe your voice mails and have them sent to your email account to read them, check your business email from any computer in the world, or have your business calendar send a text message to your cell phone prior to a meeting.

How to Start an Internet Business

Date: October 30th

Time: 9:00 a.m.—5:00 p.m.

Location: Luther College Campus Olin Hall Room 101

Cost: \$125

Register online at:

<http://www.StratusWebGroup.com/upcoming>

This class is a fun filled, fast paced workshop loaded with tons of useful information for both existing business owners and those looking to start an Internet business from scratch. After the workshop students will have enough information to either start an Internet business of their own or significantly improve their existing business.

GREEN PILOT UPDATE



STREETScape GROUND BREAKING: The official groundbreaking ceremony for the Green Pilot Streetscape Project will be held on Thursday, October 21st at 2:00 p.m. in downtown West Union. Federal, State and local officials will turn the first dirt to begin this long-awaited project for the City. Refreshments will be served following the ceremony.

STREETScape WORK WILL BEGIN THIS MONTH: Work will begin around the 15th of October on the streetscape project for West Union. The first work to be done will be water and sewer upgrades beginning on the south end of the downtown district on Vine Street (near the fire station). No major street work will be done this fall. Work will progress as long as the weather allows. Major reconstruction will begin next spring as soon as conditions allow.

REAR ENTRANCE WORK: Business owners are reminded that they should be thinking about how customers will access their businesses next spring once the major construction begins. While the construction bid documents require that access to a business cannot be closed for more than 1/2 day, business owners may want to take a look at their rear entrances. Special design assistance is available from Main Street West Union and a small grant fund is available to help with improvements. Please call the Main Street office at 422-3070 for more information.

ENERGY GRANT PROGRAM AVAILABLE: Main Street West Union is administering 2 grant programs for the community of West Union. The first grant program is now open and can be used for businesses interested in making energy efficiency improvements to their businesses. This can include energy star rated windows and doors, energy star appliances, insulation, energy efficient lighting, and several other categories. Business owners can get a rebate on qualifying purchases and funding is available on a first-come first served basis. Approximately \$40,000 is available and improvements must be made by December 31, 2010. Additional information and applications on the program are available at the Chamber office and will also be available at the Energy Efficiency Seminar on Tuesday, October 5th at 6:00 p.m. at Kerndt Brothers Savings Bank meeting room. The 2nd program is part of the recent Department of Energy grant award but will be very similar to the current program and should be available by the first of the year. Additional rebates and tax credits are also available from your energy provider and the federal government. Please call Robin Bostrom at 422-3070 for more information.



Palmer Memorial Foundation's

Fall Fund Fest



Mark your calendars for Palmer Memorial Foundation's Annual Fall Fund Fest. The event will take place Thursday, October 21st from 5-8 p.m. at the Dance Pavilion on the Fayette County Fairgrounds. The evening will include a silent basket auction, live auction, live entertainment, hor d'oeuvres, and desserts.

Palmer Memorial Foundation needs your help to make this event a success. Please bring Silent and Live Auction donations to Jenni Elsbernd or Ashlyn Heins at Palmer Lutheran Health Center no later than Thursday, October 14th or as soon as possible to allow time to display the items before the event. Contact Ashlyn Heins at 563-422-3876 ext. 1514 for more information. Thank you for your generous support!



Energy Efficiency Seminar

West Union Green Pilot invites all residents and business owners to participate in an energy efficiency seminar with Black Hills Energy and Alliant Energy on Tuesday, October 5th from 6:00—8:00 p.m. in the basement of Kerndt Brothers Savings Bank. As a participant you will learn about low-cost, Do-It-Yourself weatherization improvements just in time for fall. Information on how to apply for rebates will be shared with attendees. For further information and to RSVP, contact Ben Lewis at 422-3070.

Halloween Bash!

Kaleidoscope Kids Child Care Center is having a Halloween Bash!

WHEN: Saturday, October 30th

WHERE: Echo Valley Speedway

3—5 pm—Kid's Costume Party & Games

5-7 pm—Spaghetti Dinner (Spaghetti, garlic bread & salad)

Cost: \$7.00 ages 9 and up

\$4.00 ages 3-8

Children ages 2 and under are free. All children must be accompanied by an adult. Lots of "Spooktacular" fun for everyone!



OCTOBER 2010

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

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

Follow us on Facebook and «Name» at www.westunion.com



CALENDAR OF EVENTS

- | | | | |
|----|---|----|---|
| 1 | Hazardous Waste Collect at City Shop | 21 | Streetscape Groundbreaking Ceremony |
| | NE IA Artist Studio Tour | | Palmer Fund Fest at Dance Pavilion |
| 2 | NE IA Artist Studio Tour | 22 | Community Tour for German students |
| 3 | NE IA Artist Studio Tour | 25 | Fayette County Community Foundation Board meeting |
| 5 | Energy Efficiency Seminar | 26 | Cloud Computing Workshop at UIU |
| | West Union City Council Meeting | 27 | Bethel Presbyterian Soup Supper |
| | Fayette County Tourism Meeting | 28 | Regional Chamber Meeting in Monona |
| 6 | Schwan's Groundbreaking Ceremony | 30 | KKCC Halloween Bash |
| | MSWU Organization Committee Meeting | 31 | Happy Halloween! |
| 7 | WU Fire Department Open House | | |
| 8 | UIU Ribbon Cutting Ceremony | | |
| 9 | UIU Homecoming, Fayette | | |
| 12 | Chamber Board Meeting | | |
| | MSWU Board Meeting | | |
| 13 | Promotions Webinar | | |
| 14 | Retail Committee Meeting | | |
| 15 | German Students arrive at NF | | |
| 18 | West Union City Council Meeting | | |
| 19 | MSWU Design Committee meeting | | |
| 20 | Fayette County Community Foundation Board meeting | | |
| | Facebook Workshop at West Union Public Library | | |



Trick or Treat
October 31st
4-7 pm