



CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!

www.westunion.com



December 2012

CHAMBER SCRIP MONEY MAKES A GREAT GIFT!

Have a hard-to-buy-for person on your list? Want to thank your employees for a job well done? Nieces, nephews, grandparents, aunts and uncles? Want to give a gift that gives back to our community?

Then we are your one-stop Holiday Shop! Chamber Scrip Money is a great gift! We can customize each certificate for your individual needs and they come in any amount you desire. The best thing about giving them as gifts is that your money stays here within our community, supporting your fellow businesses! Studies show that purchases made with locally-owned small business allow more money to stay in the LOCAL economy.

All businesses are reminded that you can redeem your scrip money spent in your business, either directly through our two local banks or by bringing it to the Chamber Office. Thanks for accepting these local certificates during the holidays and all year long!

Happy Holidays from all of us at the West Union Chamber!



COMMUNITY AWARDS BANQUET IS JANUARY 19TH

The annual West Union Community Awards Banquet will be held on Saturday, January 19th at the West Union Country Club. The banquet honors local volunteers who freely give of their time and talents to help make West Union a great place to live! Included in this month's newsletter is a nomination form for volunteers in 5 categories: Religion, Community Service, Education, Health Care, and Youth. The Chamber of Commerce Board of Directors is asking that all business owners and residents take a moment to nominate someone you feel is a deserving candidate. All volunteers are eligible for nomination, even previous winners.

Nominations are due to the Chamber office by Monday, December 31, 2012. The Chamber of Commerce Board of Directors will select the awardees from the nominations that are submitted to the Chamber office. Additional forms are available in the Chamber office or on the city's website, www.westunion.com, under the Chamber Events Tab. Please take a few minutes to nominate someone you think gives back to our community and deserves to be recognized!

Community Awards Banquet tickets will go on sale at the Chamber Office on December 17th! Mark your calendars and plan to attend this wonderful community event!

The West Union Chamber of Commerce, along with Main Street, is inviting area children to bring their letters to Santa and put them in our "Santa's Mailbox" for special delivery to the North Pole! When children bring in their letter, they are invited to take a candy cane from our Christmas tree and receive a special gift!

The box is located in the West Union Chamber of Commerce office which is open from 8:00 am to 4:30 pm, Monday thru Friday.

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BOARD OF DIRECTORS

Melody Patrick	Vice-President
Jenni Elsbernd	Secretary/Treasurer
Ryan Hoey	
Brent Parker	
Judd Swensen	
Bridget Parker	Administrative Assistant

Chamber Spotlight: Moss Service Center



Smiles all around! Jim and Britt with their friendly staff.

Moss Service Center has been in business for 39 years. Brothers Earl and Jim Moss began the business as a service station located near the intersection of Highways 18 and 150 in West Union. The business originally offered fuel and automobile repair service. A year or so after opening, Jim & Joyce assumed the business and it wasn't too many years before Jim began selling used cars. Moss Service Center is currently located at 610 Highway 150 South. In January of 2012, Jim entered into a partnership with Britt Dyke.

Today, the business has a large inventory of quality used cars for sale. They also have a reputable service department that offers local pick up and delivery for customers. Additional services include: rental cars and towing. Moss Service Center currently has nine employees.

Jim says that the biggest change to the business has been the impact of the Internet. This has made the used car industry more competitive and also allowed them to reach more potential customers. Another change is the technological advances in automobiles. Vehicle parts are better made, so the service business has had to adapt. Although their full service facility has mufflers and water pumps ready for when you need them, they also do a lot of routine maintenance such as oil changes, tires, and repairing that infamous check engine light!

When Jim moved the business to its current location, he knew they would have plenty of room to expand their quality used car business, which is a future goal of both owners. In addition, Moss Service Center will continue to build their customer relationships by offering the same quality service and products they have become known for. Stop in and visit them soon! Don't forget to get your 'Snow Place' like West Union Punch Card while you are there!



Thank you Moss Service Center for your Chamber membership and support!

“Elves for the Elderly” Program

At Good Samaritan Society West Union, the residents are a community in themselves. With the Holidays fast approaching, the staff and residents at Good Samaritan Society in West Union want to reach out into the community they serve and have created a plan to help home bound seniors in their communities who are alone during the holidays. The Good Samaritan Society is accepting donations of gift items through December 16th. The gifts are then wrapped by the staff, residents and volunteers. These “Elves” will send the gifts along with Meals on Wheels this holiday season to at least 100 home bound seniors in the area.

That project is called “Elves for the Elderly” and will be done with the help of the Northland Agency on Aging in conjunction with the Meals on Wheels program. The donations they are looking for include items such as: new twin or full-size blankets, lap or throw blankets and quilts, slipper socks, large-print books, crossword puzzle books or card games.

The Elves for the Elderly Wrapping Party will be held at 7 p.m. on Monday, December 17th at the Good Samaritan Society campus in West Union. Holiday refreshments will be served to keep the volunteer “Elves” in a merry mood. Anyone is welcome to come and help wrap gifts and donations of wrapping paper, tape and ribbon for wrapping the gifts are needed as well.

If you or your organization would like to participate or donate to the program please contact Cheryl Sherry, Community Relations Director at 563-422-3814.

‘Snow Place’ like West Union

Punch Card Promotion Continues

The West Union Chamber of Commerce is once again sponsoring the Annual Holiday Punch Card Promotion. The promotion continues through December 24th. This year's participating merchants are: McJ's Embroidery Accents, Spahn & Rose Lumber Co., China Kitchen, Tap't Out Stein-N-Dine, Moonlight Stitching Studio, Haven Electronics, the Union, Saboe Jewelry, Moore's Foods, Miss Drew's Closet, Loomis Plumbing & Heating, Unionland Feed & Supply, West Union Hardware, Old Mill Floral, NAPA Auto Parts, Union Drug, Steege Pharmacy, Spirits & Such, Dessel-Roach Furniture & Floors, Moss Service Center, Norby Farm Fleet, and Gage & Gage Plumbing & Heating. Additional prize sponsors include: the City of West Union, First National Bank, Kerndt Brothers Savings Bank, and Best Rest Inn & Suites.

Participating businesses are reminded to bring their completed punch cards to the Chamber office every Friday before 4:30. Prize winners of local gift certificates continue to be drawn at the Chamber office each Monday morning. The final drawing will be held on December 26th for 5 winners of \$100 in WU Script money and 2- \$50 water bill credits from the City of West Union.

SAVE THE DATE!

Main Street West Union is sponsoring a special dinner “Hot Beef for Kids” on Sunday, January 13, 2013 from 11:00 – 1:00. The fundraiser dinner will feature Gus Kapnisis & the Town House's famous Hot Beef sandwiches along with a wide variety of pie. Proceeds from the meal will benefit the Capital Campaign currently underway for the new Kaleidoscope Kids Childcare Center. Tickets for the event can be purchased at the MSWU office. Watch for additional details in the coming weeks!

GREEN PILOT UPDATE



FAÇADE MASTER PLAN PROGRAM UPDATE:

Gardner Architecture has met with all of the participating building owners in the Façade Master Plan program to review their plans for façade improvements to their buildings. 19 buildings are participating and will make improvements with new windows, doors, masonry work and painting. The project must go through the public bidding process and local contractors are encouraged to participate. The design firm hopes to be ready to bid in early 2013 with construction beginning in April.

WU TO BE FEATUURED IN DELTA SKY MAGAZINE'S JANUARY ISSUE: Delta Airlines will feature the West Union Green Pilot Project in their January issue of Delta Sky Magazine. The article will highlight many of the energy efficient programs being implemented across the state of Iowa. We hope to have copies of the magazine available in the Main Street office in January.

WU DOCUMENTARY UNDERWAY: Main Street West Union has signed a contract with Full Spectrum Productions to film and produce a 30-minute documentary film on the West Union Green Pilot Project. The film will feature the many energy efficient measures the city has taken as well as those implemented by private business. The film will feature interviews with local leaders and small business owners and also share some history of the community. The film is set to be complete by June 30, 2013 and will hopefully be aired on Iowa Public Television and other online channels. Funding for the project was provided by the Iowa Energy Center at Iowa State University, Main Street West Union, and the Iowa Economic Development Authority. Filming for the project began on November 20th.

ENERGY EFFICIENT GRANT FUNDING STILL AVAILABLE: Downtown building owners are reminded that there is still funding available to assist with energy efficient improvements to their buildings until June 30, 2013. To see a list of items that qualify for the cash rebates, check out the Green Pilot Tab on the West Union website at www.westunion.com.



The Chamber Office will be closed on Monday, December 24th and Tuesday, December 25th for the Holidays.

November Punch Card Winners!

- Ron Schroeder, West Union- 6 month Subscription to the Union
- Tanner Ward, Fayette- \$25 Tap't Out Stein-N-Dine Gift Certificate
- Larry Lauer, West Union- \$25 Loomis Plumbing & Heating Gift Certificate
- Chelsea Fagle, Fayette- \$25 McJ's Embroidery Accents Gift Certificate
- Ernest Johnson, West Union- \$25 Dessel-Roach Furniture & Floors Gift Certificate
- Billy Shrubbs, West Union- \$25 Saboe Jewelry Gift Certificate
- Bill Kerr, Elgin- \$25 Spahn & Rose Lumber Co. Gift Certificate
- Ben Gibson, Elgin- \$25 Steege Pharmacy Gift Certificate



2013 MEMBERSHIP CAMPAIGN

"MESSIAH" PERFORMANCE

The West Union Community Chorus and other performers from the area, will present the 71st performance of Handel's "Messiah" on Sunday, December 9th at 7:00 pm at the West Union United Methodist Church.

It's the time of year when the West Union Chamber continues work on their 2013 Membership Campaign. Staff and Board Directors have worked hard to get information about the many activities the Chamber Board, Staff and Retail Committees have coordinated, sponsored, and been involved in over the past year. Please remember to return your data form so we can update the West Union website with your current information!

All our 2012 members should have received this information. Our Board Members and Staff welcome any questions or feedback you might have. As always, our members are invited to attend all board meetings which are held monthly on the second Tuesday, 8:00 am, at the Chamber Office. Our December meeting will be on the 11th. Also all members are invited to join the Retail Committee as they plan events and promotions. Meetings are held the Thursday prior to the Chamber Board Meeting, at 7:00 am in the Chamber office. The next Retail Committee Meeting is December 6th.

'Snow Place' like West Union Partnership for the Holidays with KDEC Radio

Double the impact for West Union! Any West Union business participating in the Snow Place Like West Union punch card promotion who chooses to further promote their own business for the Holidays on KDEC radio will have their ad value "MATCHED" by KDEC for use by the West Union Chamber! We've already received over \$1100 in 'non-profit' match ads through this partnership, which allows the West Union Chamber to promote the entire punch card program to all listeners on KDEC radio out of Decorah! A special "Thank You" to our businesses who have already chosen to participate!

If you would like to be part of this 'West Union Chamber/KDEC' partnership, contact your account representative at KDEC, Shirley Vermace, at 563.419.2999 or shirley@kdecradio.net.

DECEMBER 2012

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Kaleidoscope Kids Childcare Center Campaign for Building Project

The Kaleidoscope Building Project is an 8,500 square foot new childcare facility to be built next to the high school at the former swimming pool site. This facility will be built for childcare unlike the current facility, which is the lower level of the United Methodist Church. Bathroom facilities and other structures will be built appropriately sized for children and placed in the classroom which is normal for a childcare facility, air conditioning will be installed since Kaleidoscope is open year-round, and quiet rooms will be located away from active learning areas.

Total project costs are estimated at approximately \$1.6 million with funds coming from the Kaleidoscope Capital Fundraising Campaign, a Community Development Block Grant will be applied for, a loan, and foundation grant applications will be submitted. Volunteers plan for a campaign to be complete within the next several weeks, submit grant applications following the successful local fundraising campaign, and begin construction in 2013. To date, the campaign has a total of 84 pledges and has raised approximately \$160,000.

Mike and Barb Heins and LeRoy and Marcia Soppe have volunteered to lead this fundraising effort as Capital Campaign Co Chairs. In addition, Don Mueller and Steve Story have volunteered as Capital Campaign Honorary Co Chairs. Other campaign volunteers include: Kathy Bauer, Kevin Baumler, Ron Beerman, Courtney Bentley, Robin Bostrom, Tobin Britt, Deb Chensvold, Deb Dessel, Al Enyart, John and Sally Falb, Tami Guyer, Carolyn Havenstrite, Kara Johnson, Pastor Scott Kober, Janell McElree, LeAnn Meyer, Steve Murray, Mary O'Kones, Ron and Barb O'Kones, Deb Rovang, Nicole Russler, Bob Vagts, Jessica Wegner, Deb Willhite, and Bill Ziegler.

Project and campaign volunteers continue to talk to individuals and businesses from Fayette County regarding the Kaleidoscope Kids Childcare Center Project. Once more financial support is received locally, then foundation grants can be contacted. Gifts made to the campaign fund before then end of the year are tax deductible according to IRS guidelines. The campaign will continue in 2013. If you have questions about the capital campaign or would like to make a donation, please feel free to contact any of the volunteers listed or Kaleidoscope Kids at 563-422-5379.

