



# CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!

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

**October 2012**

## HOLIDAY PUNCH CARD TIME!

Seems like Autumn just got here.... Like it or not the Holidays are right around the corner and so is your opportunity to participate in this year's Annual Punch Card Promotion! The West Union Chamber of Commerce Retail Committee chose 'Snow Place' like West Union as the theme. We think it's a perfect way to help get the community motivated to do some holiday shopping right here in West Union!

Last year's promotion saw a record breaking \$707,550 in completed punch cards turned in to the office! The winners of the weekly gift certificate drawings and the script money grand prizes were all thrilled and very appreciative. If your business would like to participate, please fill out the included forms and drop them off at the Chamber office with your check and gift certificate no later than **October 17th**. Remember, this is a great low cost, group advertising event and the more participants we have, the more advertising we can do!

Also, if your business would like to help sponsor the script money prizes, please contact the Chamber office. We would like to give away even more prizes this year to help encourage people to shop locally!



**The Chamber Retail Committee is asking any business that still has their snowman cutout from a couple years ago, PLEASE return them to the Chamber office ASAP!! Our snowmen need a new look for this year's promotion and we are missing quite a few. Please take a moment to look around or check your store room! THANK YOU!**



Congratulations to Deb Chensvold, CEO of Palmer Lutheran Health Center in West Union for being named #1 in leadership for mid-sized employers in Iowa! She was chosen based on outstanding responses from surveyed employees. Also to be commended is Palmer Lutheran Health Center for being ranked 3rd in the top 35, mid-sized employers of Iowa's Top 100 Workplaces.

The hospital currently has 215 employees. What a great honor for the City of West Union to have such an outstanding employer right here in our town! Congratulations to all!



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### BOARD OF DIRECTORS

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<b>Bridget Parker</b>	<b>Administrative Assistant</b>

### Chamber Spotlight: Old Mill Floral

Good luck getting a peek of what's behind those doors! Thursday, October 4th at 4:00 is the first chance you will get! At that time, the West Union Ambassadors, friends, family, customers, and employees will join Gail Hackman to celebrate all the hard work and effort she and her husband Alan have put into the new Old Mill Floral location.

After being located on the corner of Hwy 18 and Pine Street for the past 27 years, Old Mill Floral is moving to a new location, the newly renovated, former Tieden Auto Center, just to the east. Gail and Alan have owned Old Mill for the last 6 1/2 years after purchasing the business from Carol Halverson. Gail gives her old boss, Carol, lots of credit for her success- "She's been a great mentor and friend."

Many people are familiar with the wide variety of products and services that Old Mill offers: fresh floral arrangements, gifts, home décor, garden annuals, and garden art to name just a few. They are a full service florist for funerals, weddings, and special occasions and offer delivery locally and to surrounding towns and rural areas. Customers can also special order silk arrangements.

Customers continue to enjoy fresh flowers. One change that Gail has seen over the years is that people are decorating with less items, perhaps opting for a larger, more impressive home décor item. She hopes that the new store will allow her customers to shop easier and more enjoyably. The new location and added space will provide a better work environment for herself and 4 employees- Jaci Mann, Geri Ney, Carol Halverson, and Mary Schroyer, allowing them to be more organized and productive!

**Please join Old Mill Floral for their Grand Opening at 4:00 pm on Thursday, October 4th. A meal will be served from 4:30 to 6:30 pm with free-will donations accepted to benefit the purchase of new downtown Holiday Lights.**



Photos courtesy of the Fayette County Union

Thank you Old Mill Floral for your Chamber membership and support!



Check out this amazing sign made by Dennis McElree and crew and gifted to the West Union Chamber! The sign replicates the wildflowers also used in the downtown Streetscape signs. To see more great products by Echo Valley Metalworks check out their website or contact them at:

Echo Valley Metalworks  
9487 Echo Valley Road  
West Union, Iowa 52175  
(563) 380-1333  
www.echovalleymetalworks.com

### NF Homecoming & Fall Open Houses!

Mark your calendars for the North Fayette Homecoming week on October 8th thru 13th. This year's theme is "Rockin' the Ages". Friday the school will again hold it's district-wide pep rally at 1:00 pm in the High School gym and the public is invited to attend.

Classes will dismiss early at 2:00 pm and the parade will be at 3:00 pm in downtown West Union. If your business or organization would like to have an entry this year, please contact Amy Ihde at 422-3852. The Homecoming dance will be held on Saturday, October 13th.

Don't forget Fall Open Houses- Friday and Saturday, October 13th & 14th! A great opportunity to pick up some bargains!

### PALMER MEMORIAL FOUNDATION'S FALL FUND FEST!

Please join Palmer Memorial Foundation on Thursday, October 18th from 5:00 to 8:00 pm at the Dance Pavilion on the Fayette County Fairgrounds for their annual "Fall Fund Fest"!

The event will feature their famous silent basket auction as well as live entertainment by The Buck Hollow Band, wonderful hors d'oeuvres and desserts! A live auction for fabulous items such as: ISU tickets, UNI & GBPAC tickets, American Girl Doll, and more- will begin at 6:30 pm.

Don't miss this opportunity to support a great organization and enjoy a wonderful evening out!

### FUNDRAISING CHAIRPERSON NEEDED!!

The West Union Chamber is beginning the search for a new Fundraising Chairperson for the community's annual Fireworks Display. Current chairperson, Marge Crandall has done a wonderful job fundraising for this important community event for the past 3 years.

If you have an interest in helping raise money for the fireworks, please contact the Chamber office at (563) 422-3070. We hope to continue holding fireworks right here in West Union every year, but need a Chairperson to assist with fundraising.





**GREEN PILOT UPDATE**

**FAÇADE MASTER PLAN PROGRAM UPDATE:**

The City of West Union received five proposals for design services for the Façade Master Plan program and has chosen Gardner Architecture, a Martin Design Company from Strawberry Point. Once a contract is in place, they will begin design visits with each of the 21 participating businesses.

**DOE GRANT FUNDING:**

Thirteen applications for funding have been received for DOE funding, mainly for making the conversion to geothermal systems. Currently all of the \$100,000 in this grant program has been allocated to energy efficient projects. Geothermal conversion projects will begin this fall and continue into early 2013.

**ENERGY EFFICIENT GRANT PROGRAM:**

The Main Street West Union program has received a grant extension until June 30, 2013 for the Energy Efficient Grant Program which provides rebates to any business that makes energy efficient upgrades to their building. To date, several businesses including the West Union Dental Clinic, Anytime Fitness, and Old Mill Floral have received funding to assist with their projects. Qualifying projects include new lighting, new energy star windows and doors, new furnace installation, and geothermal equipment to name a few. So far in 2012 just over \$28,000 in rebates have been awarded to West Union businesses. Information about the program is available on the city website under the Green Pilot tab or at the Chamber/Main Street office.

**WU RECEIVES IOWA ENERGY CENTER GRANT:**

Main Street West Union submitted a grant application to the Iowa Energy Center and was awarded funding from their Technology Demonstration Fund to create a 30-minute documentary on the Green Pilot Streetscape Project. Interested film companies have until October 4, 2012 to submit a proposal to shoot the film which will be ready by July 1, 2013. The film will be used to share the work done in West Union with other cities across the state and the nation. The grant also allows for a one-day workshop to share information and best practices about the Green Pilot projects in Iowa. Filming will begin in mid-October here in West Union.



**Volunteers Needed!**

Have some spare time on October 13th & 14th? The Festival of Lights Committee is in need of some great volunteers to help hang lights beginning at 1:00 pm both days. Come out and help make another awesome display for the community to enjoy!

**VOTE YES!**

Election Day is Tuesday, November 6th. Remember to vote "Yes" on the West Union Hotel/Motel Tax. The funds from this tax goes to help offset the cost of local Park & Rec programs.

In addition, funds from this tax helps to support West Union Community Development, county-wide economic development, and your **West Union Chamber of Commerce!**



**IOWA GET YOUR BUSINESS ONLINE**

The MSWU Business Improvement Committee is hosting a Google workshop, "Iowa Get Your Business Online" on Tuesday, October 23rd from 12:30 to 3:00 pm. The event will be held at Tap't Out Stein-N-Dine in West Union.

This program is an easy, free, and fast way to get your business the tools to succeed online. For more information contact Robin Bostrom at 422-3070 or to register, go to: [www.iowagetonline.com/events](http://www.iowagetonline.com/events).

**Retail Committee News**

**Fall Open Houses will be held October 12th & 13th**

Sign up for the Holiday Punch Card Promotion by October 17th. Holiday Open Houses are set for November 16th and 17th.

**The next Retail Committee Meeting will be held at the Chamber office on Thursday, October 4th, at 7:00 am. All are welcome and encouraged to attend!!**



**TRICK-OR-TREATING**

West Union Trick-or-Treating will be held on **Wednesday, October 31st from 4:30 pm to 7:30 pm.** If you would like the ghouls and goblins to stop, residents are reminded to turn their front or porch lights on. Have a fun and safe Halloween!

**FIREWORKS CAN COLLECTION**

The can collection bin for the annual fireworks celebration is located at Old Mill Redemption Center on Hwy 150 South by the car wash & Jay's Automotive. The Chamber of Commerce is continuing to collect cans to help fund the annual fireworks celebration on July 4th. As you do some Fall cleanup, why not donate those cans to good cause? Thanks for your contribution!!



**OCTOBER 2012**

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### **West Union Chamber Open House & Annual Meeting**

**The West Union Chamber of Commerce Board of Directors extends an invitation to all the membership to an Open House and Annual Meeting on Tuesday, October 23rd from 5:00 to 7:00 pm.**

Please join us for refreshments and learn more about your Chamber and all the accomplishments that have been made over the past year! Take a look at the building remodel! Your Chamber office is a first stop for visitors, new residents, and new businesses coming to the community.

Your Chamber has been involved coordinating and marketing several events over the past year. We had another successful Annual Holiday Punch Card Promotion. We also coordinated the annual "Diva Days" promotion and worked with MSWU to promote their "Divas & Dining" event. We assisted Prairie View with their Prader-Willi open house and fun walk, planted flower barrels, coordinated Chamber After Five events, sponsored the final band "Fusion" for Playin on the Plaza, and helped to promote and organize the downtown Block Party event. Your Chamber Board and staff once again assisted with the Festival of Lights and Santa's visit to West Union. This year we will be working with the committee to make an even bigger event for the community!

WU Fest was not held due to the Streetscape construction, so we decided to focus our efforts on a larger, community celebration for July 4th. Lilac Plaza businesses sponsored a band. We had food vendors, a kiddie train ride, mini golf, and face painting for families to enjoy while they waited for the annual fireworks show, which your Chamber helps coordinate. In conjunction with this event, Park & Rec had their Pool Carnival and we announced the Miss West Union coronation. The Chamber provides a \$500 scholarship to the winner each year.

Finally, your West Union Chamber facilitates thousands of dollars in script money each year to help encourage local dollars to remain in our community!

**Please join us at the Chamber building on Tuesday evening, October 23rd from 5:00 to 7:00 pm.!**