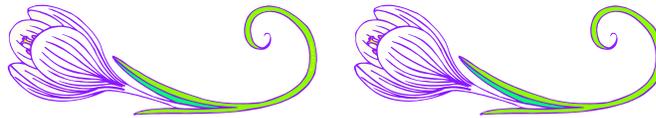




CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!



May 2010

DAIRY DAY SCHEDULED FOR JUNE 5TH

Planning is well underway for the annual Dairy Day celebration for West Union. The event will be held on Saturday, June 5 beginning with the *Tour de WU* bike ride at 9:00 a.m. followed by the parade at noon. This year's theme will focus on construction as West Union anticipates beginning the streetscape project later this summer. The tagline "West Union . . . On the Mooove" will be used and the day's events will have a focus on family fun.

Due to increasing costs and low numbers attending the street dance in the past 3 years, the Chamber Board has decided not to have a street dance this year, shifting the focus to events geared toward families. Included in the days events will be the crowning of the 2010 Miss West Union. Local businesses are encouraged to sponsor a local junior or senior in this annual event which awards the winner a \$500 scholarship. Sponsorship fees are only \$20 and an entry form can be picked up at the Chamber Office.

The Iowa Pedal Tractor Pull will be back again this year for kids ages 4-11. This sanctioned pull allows local youth to earn a spot at the state pedal tractor pull held later in the year. There is no cost to participate and prizes will be awarded to all who enter. Free entertainment will follow the parade including performances by the award-winning *Just For Kix Dancers* who recently took 1st place at the *United We Dance* competition held in Rochester, MN. Other entertainers include the *NF Danceline* and local musicians. *Mr. Nick* will be entertaining the kids with his balloon animals and the barrel train will be available for children to ride on. Carnival games and food will also be available for everyone to enjoy.

A sponsorship form is included with this newsletter with funds raised going toward the days activities. There is no cost to participate in the parade and all businesses are encourage to have an entry.



A parade entry form is available on the website. Watch the weekly email blasts for additional information and updates.

FIREWORKS WILL CONTINUE ON JULY 4TH



The community of West Union will continue to host an annual fireworks celebration on July 4th. The event will be held at the West Union Rec. Center on North Pine Street on Sunday evening, July 4th. The Chamber of Commerce will book the show and will be working with fundraising chairperson Marge Crandall. The can collection bin located behind the Chamber Office will be moved to the parking area at

Jay's Automotive and donations to the can bin will continue to help fund this project. To date, \$2019 has been raised to support the show which costs \$4300. Local businesses are encouraged to make a donation to the show and can drop off a donation at either the Chamber Office or with Mrs. Crandall. We hope that through the generous support of the community, this annual celebration can continue!

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BOARD OF DIRECTORS

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VISTA COMMENTS FROM VOLUNTEER BEN LEWIS

Dear Chamber Members,



What is sustainability? I have endeavored to fill this spot in your newsletter with some thoughtful insights about West Union, what is going on here, and my role within the community. And yet when it comes time to write

my piece, I find myself struggling with topics. Starting now, and continuing through the end of my term, each article will be building on the last. I plan to construct a sustainable narrative that weaves together the reasons, technologies, and goals of the project we know of as the "West Union Green Pilot." Throughout this process I encourage you, chamber members and concerned residents, to give me feedback. And of

course, I will be asking something of you as well: be engaged, go to meetings, talk to your chamber board, go to city council meetings, ask smart questions, listen to the answers, and become informed.

To start things off with a solid understanding, let's define a term that gets thrown around a lot: "sustainability." Perhaps the most widespread definition is an organization's ability to "meet the needs of the present without compromising future generation's ability to meet their own needs" (Brundtland Commission of the United Nations, 1987). This definition is vague enough to avoid controversy. After all, who really wants to leave the world worse off for their children and grandchildren? But what does it all mean? Does it mean the same to you as a business owner as it does to me as a citizen? How do we achieve sustainability or mark our progress in the direction?



VISTA
Volunteers In Service To America

At the 2005 World Summit, the understanding of sustainability developed a synthesis of demands into what is now known as the "three pillars" of sustainability: Economic, Environment, and Social. To be sustainable by these guidelines, an organization must be solvent, responsible, and act with a conscience. That is, to take into account what I call the "the P's": People, Place and Profit. It is worth mentioning that in this rapidly changing era, where the old rules of commerce have bent or broken, and been replaced by new social networks, a sustainable business is a stable business.



We would like to welcome Upper Iowa University Athletics as new Chamber Members. The athletic office is located in Dorman Gym on the UIU campus in Fayette and is excited to share all that the university is doing with the West Union business community. We extend a welcome to David Miller, Director and Jon Olson, Assistant and look forward to building a strong relationship with UIU Athletics!



Join us for the next WU-Light Special at Saboe Jewelry!

UIU e-Commerce Center Offers Classes for Small Business Owners

WU-LIGHT SPECIAL!

**4:00 - 6:00 p.m. May 6th
Saboe Jewelry**



102 S. Vine Street, West Union

Upper Iowa University has recently launched their e-Commerce Center geared toward assisting small business owners or new business ventures along the Hwy 150 corridor. The e-Center has a portable lab with 20 laptop computers that attendees can use to take training in three areas:

- Business Plan Development
- Web site Construction using Dreamweaver
- Quickbooks

The seminars will be held on the Upper Iowa University campus with a maximum of 20 people per session. If a specific site more than 15 miles from the UIU campus has a minimum of 10 interested persons desiring a specific seminar, instructors and equipment will be provided at their location. The e-Commerce Center, in conjunction with UIU, is providing the first session at no cost to the participant. Each participant is required to bring one Flash drive with (1) GB capacity. For additional information or to sign up for a class, please contact Gerry Scheffelmaier, Director at 563.425.5891 or email at scheffelmaierg@uiu.edu.

GREEN PILOT UPDATE



GRANT UPDATES: On April 26th, Governor Culver signed the legislation awarding \$1.175 million dollars for the West Union Green Pilot Project. Total grant funds awarded to the City of West Union as of April 2010 is \$6,293,029. Almost all of the funding needed for the \$8.6 million dollar project has been secured. (Please note: ALL of these grant funds DO NOT have to be paid back.) The city anticipates bids to be let in late May or early June with construction to begin sometime later this summer.

GREEN BUILDING WORKSHOPS CONTINUE: The Center on Sustainable Communities continues to offer free green building training here in West Union. The workshops are held in the upper level meeting room at TAP'T Out Stein-n-Dine and are open to all local contractors, do-it-yourselfers, and homeowners. The final session will be held on May 7th and will focus on landscaping and exterior details including water management, rainwater collection, decks and patios, and waste recycling.

If you would like to attend any of the workshops, please register with COSC by emailing leslie@icosc.com or by calling 515-707-2787. Again, all workshops are free.

NICC TO OFFER GREEN INDUSTRIES TRAINING: Fayette County Economic Development is a partner in a grant program recently awarded to Northeast Iowa Community College for their Green Industries Training Program. This new program will allow the college to provide local training in three new career fields that are emerging in Iowa. This grant from the US Department of Labor's Employment and Training Administration will provide training in the new fields which include certified home energy rater, wind turbine repair technician, and a green building professional. The training is offered at no cost or through full scholarship programs depending on the length of the training required. For more information about these new programs that will be offered in Calmar, please contact the NICC Admissions Office at 800.728.2256, ext. 376.

Community Blood Drive



The Blood Center of Iowa will be hosting a community blood drive on Wednesday, May 5th at the West Union Fire Station Community Room. The drive

will be held from 12:30—5:30 p.m. To schedule an appointment or for more information please go to bloodcenteriowa.com.



NEW INFORMATIONAL KIOSK

If you've been downtown lately you have noticed a new kiosk right outside the Chamber Office. This was an Eagle Scout Project for Michael O'Brien and has become a welcome addition to our landscape. While this is not it's final home (that location will be determined after the streetscape project is complete), it will be used to share information about community events. If you have a poster with information, please bring it to the Chamber Office and we will be happy to post it for you.

Bike to Work Week

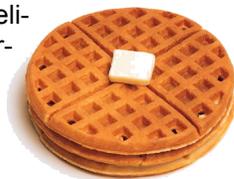
May 17-21

Grab your helmet and get some exercise as you ride your bike to work!



Dad's Belgium Waffle Supper

The United Methodist Church will be having a Belgium waffle supper on Wednesday, May 5th from 4:30—7:00 p.m. at the church. Tickets are \$6 in advance and can be purchased by contacting the church at 422-5277 or for \$6.50 at the door. Attendees can enjoy music and a delicious meal, all for a worthy cause.



Complete Streets Workshop is May 19th

West Union will be receiving a Complete Streets Workshop led by Mark Wyatt, Executive Director of the Iowa Bicycle Coalition, based in Coralville, Iowa. This is offered through Main Street Iowa and the Iowa Department of Economic Development, with funding support from the USDA Rural Development. Main Street West Union is the local host for the workshop which will begin at 3:30 p.m. at Kerndt Brothers Savings Bank meeting room. A variety of strategies will be considered to improve the walking and bicycling conditions within the community, including best practices from other communities. Within a few weeks of the workshop, Mark Wyatt will provide a written summary from the local ideas and input for potential implementation strategies. For more information about the workshop, please contact the Main Street Office at 422-3070.

MAY 2010

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MAY CALENDAR OF EVENTS

- | | |
|--|--|
| 1 NF Prom & Grand March | 13 Iowa Great Places Committee meeting |
| 3 West Union City Council Meeting | Chamber Retail Committee meeting |
| 4 Fayette County Tourism Meeting | 16 North Fayette Baccalaureate |
| West Union Special City Council Meeting | 17 West Union City Council Meeting |
| 6 SMART Conference—Des Moines | 18 West Union Public Art Committee Meeting |
| WU Light Special at Saboe Jewelry | Main Street WU Design Committee meeting |
| 7 Affordable Green Building Training at TAP'T Out Stein n Dine | 19 IDED Complete Streets Workshop |
| 8 Palmer Lutheran Fun Walk | Fayette County Local Housing Trust Fund Meeting |
| UIU Graduation, Fayette | 20 Fayette County EntreClub at County Hills |
| Eagle Scout Ceremony for Mike O'Brien at Zion Lutheran | 23 NF Graduation |
| 9 Happy Mother's Day!! | 24 National Small Business Week |
| 11 Chamber Board Meeting | 25 Fayette County Economic Development Board Meeting |
| Northeast Iowa Business Network meeting in Decorah | 26 Professional Developers of Iowa Conference |
| Main Street WU Board meeting | 27 Regional Chamber Meeting in Decorah |
| 12 Barn Quilts of Fayette County meeting | Professional Developers of Iowa |
| Main Street WU Organization Committee meeting | NF Spring Music Concerts |
| Main Street WU Business Improvement Committee meeting | 28 Professional Developers of Iowa |
| | 31 Memorial Day |

