



# CHAMBER OF COMMERCE NEWS



**DECEMBER 2008**

## HOLIDAY PROMOTION CONTINUES

The holiday season is off and running in West Union as the Evergreen Holiday Punch Card promotion continues. Shoppers began receiving their punch cards on November 5th and the first drawing for prizes was held on November 21st. Winners in Week 1 each received a \$25 gift certificate donated by participating businesses. Winners included Larry Huinker, West Union, Betty Ungerer, Hawkeye, Roxanne Brugman, West Union, and Henry Thompson, Randalia. Merchants are reminded to bring their completed punch cards to the Chamber office each Friday by 10:00 a.m.

Each week four winners will be chosen from the completed punch cards

to receive local gift certificates. The final drawing for the grand prize items including a Wii gaming system, Tom-Tom navigation system, a garden fountain, and large holiday sign will take place on December 23rd. Cards remain in the drawing each week, so the more often customers shop, the more punch cards they can enter in the drawing. Merchants are reminded to continue asking customers for their punch card each time they shop locally. The promotion is designed to reward loyal customers and encourage them to continue to shop locally, especially during the holiday season. If your business needs additional punch cards, please notify the Chamber office and we will make

sure you have them.

The reusable West Union shopping bags are being distributed to customers when they complete their first punch card. To date, over 40 shopping bags have been distributed.



## SANTA CLAUS IS COMING TO TOWN!

With Christmas just around the corner, Santa is scheduled to make several appearances around West Union. On Sunday, November 30th, he greeted children at the West Union Rec Center concession stand area. Local residents are invited to come see the lighting display that has been set up in the complex.

On Thursday evening Santa will visit with children in the lobby of the Fayette County Court House from 5:00-7:00 p.m. The Chamber of Com-

merce will provide hot cocoa, cider and coloring books for all who attend. Main Street West Union's Promotions Committee will adorn the Court House Square area with candle luminaries.

Santa is also scheduled to make an appearance at the Civic Club Santa's Store on Saturday, December 6th. The annual event takes place at Zion Lutheran Church beginning at 9:00 a.m. Delicious holiday cookies can also be purchased

at the cookie walk in the church fellowship hall.

1st National Bank will also host the jolly old elf during their Holiday Open House on Saturday, December 20th from 9:00—11:00 a.m.

Get your list ready and plan to share it with Santa when he's in town!



<b>Inside this issue:</b>		<b>BOARD OF DIRECTORS</b>	
Community Awards Banquet	2	<b>Jane Blumhagen</b>	<b>President</b>
December Retail Events	2	<b>Kristine Krivachek</b>	<b>Vice President</b>
West Union Scrip Money	2	<b>Deb Merrill</b>	<b>Secretary</b>
Green Pilot Update	3	<b>Brian Reichter</b>	<b>Treasurer</b>
Calendar of Events	4	<b>Cheryl Meyer</b>	
		<b>Gary Steinlage</b>	
		<b>Emily Ihlen</b>	
		<b>Robin Bostrom</b>	<b>Executive Director</b>

## COMMUNITY AWARDS BANQUET IS JANUARY 17TH

The West Union Chamber of Commerce and Main Street West Union are joining forces this year to plan the 2009 Community Awards Banquet. The annual celebration honoring local volunteers will be held at Echo Valley Speedway on Saturday, January 17th. Social hour will begin at 6:00 p.m. followed by dinner and the awards ceremony.

Nominations are now being accepted for local volunteers in the categories of Health, Education, Religion, Community Service, and Youth. Nomination forms are available at the Chamber/Main Street office and were included in last month's Chamber newsletter. You

can also download a form on the Chamber website at [www.westunion.com](http://www.westunion.com).

This year's theme is "Winter Wonderland" and will celebrate winter sports in Iowa. The evening will also celebrate the many accomplishments of the Main Street West Union program and the many volunteers who have supported the organization since it began in 2006. The Citizen of the Year will also be honored on this evening.

Tickets for the Community Awards Banquet are \$15 and go on sale on December 22nd. Mark your calendars now and plan to attend!

### WELCOME!

The Chamber Board of Directors is pleased to welcome new board member Emily Ihlen. Emily was recently named Administrator at the Good Samaritan Center in West Union. She has been in the community since last summer, serving as interim administrator. Emily moved to West Union from South Dakota and is excited to get involved in the community. She will serve a 3-year term which expires in 2011.

There is still one more seat available on the board. If you have an interest in working with a great group of people, please call the Chamber office at 422-3070.

### December Retail Shopping Events

Special shopping events have been scheduled during the month of December to encourage shoppers to shop West Union. Every Thursday in December stores are asked to remain open until 7:00 p.m. to accommodate shoppers. Special give-aways are planned to reward those who shop on Thursday nights. Customers can register every Thursday for their chance to win! December 4th will be "Santa Night" and customers will have a chance to win a Santa-themed gift basket. December 11th will be "Ladies Night" with a drawing for \$100 in West Union Scrip money. Gentlemen shoppers will have a chance to win \$100 in West Union Scrip money on December 18th. Merchants are asked to notify the Chamber office if they wish to participate so we know who to collect drawing slips from every Friday. If your business has a Santa item they would like to contribute to the gift basket, please call Robin at the Chamber office before December 3rd.



### WEST UNION SCRIP MONEY



**Looking for a great gift idea that supports our local merchants, increases the local sales tax revenue, and satisfies almost everyone's wish list? Sound impossible?? Not at all if you purchase West Union Scrip Money. Scrip Money can be used in any business in West Union and allows the recipient to shop for anything they wish! It keeps your dollars working in our local economy, supporting our local merchants, and increasing the sales tax dollars that support our city services. The Chamber office is happy to personalize them for you and can make them in any amount you desire. Many businesses give them as a bonus to employees or purchase them to give away during holiday gatherings. Whatever your needs might be, consider purchasing West Union Scrip Money this holiday season.**



### Thank You!

Many volunteers assisted in decorating the Court House square trees in November. Special thanks to the NF Daneline, West Union Cares group, and Chris Lauer for Assisting with the holiday wreaths for the light poles and garland at Lilac Plaza. Because of your efforts, West Union is very festive this holiday season!



## GREEN PILOT PROJECT UPDATE

**WEBSITE:** The new site is LIVE!! Check out the site to read your newsletter online, get updates on city council meetings, or learn about educational opportunities. Your feedback is welcome as we further develop this site! Thanks to the Iowa Department of Economic Development for their financial assistance in redesigning the old website.

**STREETScape DESIGN:** Design work continues on the proposed streetscape project. TeKippe Engineering and Conservation Design Forum are both working on schematic designs to include more of the green concepts. A more detailed design will allow the city to provide more detailed cost estimates and should be complete in early 2009.

**GRANT WRITER:** The City of West Union has received two applications for the grant writer position. Applications will continue to be accepted until a qualified candidate is selected. This position is being funded through a grant from the Iowa Department of Economic Development and would assist the city as they apply for grants to help fund the streetscape project.

**ENERGY AUDITS:** Energy audits have been completed. A planning meeting was held on November 17th to begin putting together the grant program to provide assistance to businesses who wish to implement some of the energy saving measures suggested in their audits. You must have signed up for an energy audit and turned in your signed release form to be eligible for the grant program. Watch for more details coming in January.

### MAKE YOUR HOLIDAY GREEN WITH LED LIGHTS

Americans love to decorate for the holidays with strings of lights. Light Emitting Diode (LED) holiday lights are a new product that offers significant advantages over conventional lighting. LED holiday lights reduce energy consumption by as much as 90% compared to traditional incandescent lights. They produce a more durable light that can burn brightly for up to 50,000 hours, compared to 6,000 hours for incandescent bulbs. LED lights have the potential to make a significant dent in the electricity consumed by festive lighting each holiday season. Energy-efficient light strings are superior to standard incandescent light strings in that they:

- Use up to 90% less energy
- Last up to 7 times longer
- Are more durable, with no filaments or glass bulbs to break
- Produce very little heat, reducing the risk of fire

With LED holiday lights, you can experience the joy of decorating your home or business and still do your part to reduce the impact on our environment. Check out the selection of LED lights at West Union Hardware, Alco, and Norby's Farm Fleet here in West Union.



*Do YOU know someone who should be recognized for all they do to make West Union a better place to live, work & play?*

*Nominate them for a Volunteer Award for 2009! Forms are due on December 22nd!!*

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

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

«Business Name»  
«Manager»  
«Mailing Address»  
«City State for Mailing»

## AREA CALENDAR OF EVENTS



- |   |   |  |
|---|---|--|
| 1 Chamber Holiday Meal at Good Sam Center—6:30 p.m.     | 6 Zion Lutheran Cookie Walk—8:00 a.m.       | 17 Fayette County Local Housing Trust Fund—2:30 p.m.       |
| City Council meeting—5:30 p.m.                          | 7 Chamber Board Meeting—7:45 a.m.           | 18 Barn Quilts of Fayette County meeting—8:00 a.m.         |
| 2 MSWU Business Improvement Committee meeting—5:30 p.m. | NEIBN meeting—9:00 a.m.                     | Men's Shopping Night                                       |
| FastTrac class—6:30 p.m.                                | 11 Scenic Byways meeting in Volga—1:30 p.m. | 19 Community Banquet Planning Committee meeting—10:00 a.m. |
| 3 IDED—ICN Training—9:00 a.m.                           | Ladies Shopping Night                       | 24 Chamber office closes at NOON                           |
| MSWU Organization Committee meeting—5:00 p.m.           | FastTrac class—6:30 p.m.                    | 25 Merry Christmas!  |
| 4 Santa arrives at Fayette County Court House—5:00 p.m. | 14 West Union Messiah at PAC—7:00 p.m.      | 31 Happy New Year!   |
| 6 Santa's Store Open at Zion Lutheran Church—9:00 a.m.  | 15 City Council meeting—5:30 p.m.           |  |
|   | 16 FastTrac class—6:30 p.m.                 |  |
|   | 17 MSWU Board Meeting—6:00 p.m.             |  |

