



# CHAMBER OF COMMERCE NEWS

Another benefit of your West Union Chamber Membership!

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



**March 2012**

## DIVA DAYS SHOPPING EVENT COMING IN APRIL

The West Union Chamber of Commerce Retail Committee invites your business to participate in the 3rd annual "Diva Days" retail event April 13th and 14th.

The event will kick-off on Thursday evening, April 12th as the Main Street West Union Promotions Committee hosts their annual "Divas & Dining" event at the West Union Country Club. The evening begins with a social hour where ladies can also browse the boutique tables of local businesses and then enjoy a wonderful meal with musical entertainment. The evening concludes with Deb Thies, owner of Moonlight Stitching Studio & Sisters Retreat, as the speaker.

Chamber member businesses are encouraged to offer samples and tasty treats, demos, or in-store mini workshops on both Friday and Saturday, April 13th and 14th. If you plan to do a mini-workshop, please let the Chamber office know. We can also help you with a fun idea for a workshop if you need assistance. Merchants who would like to participate are asked to have a drawing in their store for a \$25 gift certificate again this year.

A coupon book is also offered during this event. Businesses can submit as many coupons as they would like for the book and there is no cost other than the coupon you submit. These coupon books will be included in the goodie bags and also available at the participating businesses. Coupon items should be turned into the Chamber office by March 19th.

Please contact the Chamber office if you would like to participate in this year's promotion. All businesses are invited to the next Retail Committee meeting on March 8th, 7:00 am at the Townhouse as final details for the event will be made.

**Divas & Dining is back!**  
**April 12, 2012**  
 5:30 p.m. at the  
**West Union Country Club!**

**Kick up your heels and have FUN!**

**Boutique Vendors Wanted**  
 Contact:  
 Main Street  
 West Union  
 422-3070

Tickets for the event are \$15 and available at the Chamber/Main Street office. Purchase your tickets by April 2nd to be in the drawing for a free massage by Audrey Gibbs in her new Extreme Makeover Home. Anyone interested in having a boutique at the event should contact Robin Bostrom at 422-3070 or Amie Johansen at 422-7052. Table fee is \$20 and includes one dinner ticket. Space is limited so reserve a spot today.

Goodie bags will be given away to the first 100 ladies at MSWU "Divas & Dining". Any Chamber business can have items in the goodie bag, including logo merchandise, pens, samples, flyers about special events happening in your business, etc. Please contact the Chamber office or bring your items to the office to have them included in the bags. This is a great opportunity to promote your business!



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### BOARD OF DIRECTORS

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<b>Melody Patrick</b>	<b>Vice President</b>
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<b>Bill Ziegler</b>	<b>Executive Director</b>

### Chamber Spotlight: Easton's Water Conditioning

Celebrating a 50th anniversary this year, Easton's Water Conditioning is one of West Union's longest standing businesses. Owners Doug and Jane Easton are proud to mark this milestone! Previously located on South Vine Street, the business is now located at 610 Central Avenue.

Howard and Irene Easton purchased the business in 1962 as a Culligan dealership, primarily providing portable exchange soft water service. Doug purchased the business in 1977 and with the assistance of Jane, his office manager and wife of nearly 34 years, they have continued to grow the business.

Along with 2 full time, capable, and friendly service technicians, the Easton's offer all kinds of water conditioning and drinking products as well as salt and bottled water delivery, accurate water analysis to detect problems, and Reverse Osmosis systems. Doug specializes in commercial and agricultural markets in a 5 county area. The business is proud to rent and sell Hellenbrand Water Conditioning products out of Waunakee, Wisconsin. This allows them to offer a quality, American made product, manufactured and shipped from only 3 hours away!

Changes the Eastons have seen over the years include: the move away from portable exchange equipment to automated meter, the introduction and expansion of bottled water and coolers, reverse osmosis systems, and salt reuse systems. Customers can now access more information about the business by going to [www.eastonswater.net](http://www.eastonswater.net).

Looking to the future, Doug and Jane look to maintain their steady growth, and utilize new products and technology in their business. They also plan for their trusted employees to take a more active role and hope this will allow them time to slow down a bit, enjoy what they've accomplished and watch their grandbabies grow!



**Doug & Jane Easton are pictured with some of the Hellenbrand Water Conditioning equipment that they sell, rent and service at Easton's Water Conditioning.**

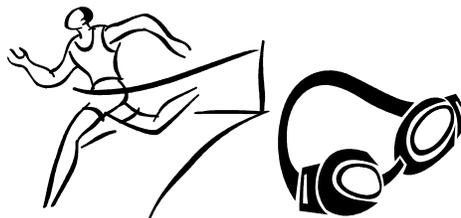
Thank you Easton's Water Conditioning, for your continued Chamber membership and support!

### 5th ANNUAL WEST UNION TRIATHLON

The 5th annual West Union Triathlon planning committee is in full swing. The deadline for businesses to contribute to the event and have their name printed on the shirts is April 1, 2012. Donations will be accepted anytime, but in order to have your business listed on the shirts you will need to make the April 1st deadline.

Businesses may also contribute items to the packets to be handed out to participants, or as gifts raffled off while results are being tabulated. If you would like to contribute please contact Kathleen Guyer at 563-380-8496. She will be happy to include them and come pick them up.

Thank you to the businesses that have already contributed! The proceeds for this year's event will go to pay for the L.E.D. sign to finish the Aquatic Center Sign. The Triathlon will be held on Sunday, June 24th.



Since this is the 5<sup>th</sup> annual event there will be some extra special events. We have contacted the National Guard and they will have their rock climbing wall available that day. We are also asking local retailers and home-based businesses (ie: Pampered Chef, Scentsy) if they would like to set up tables and sell their products.

Local dining establishments in the downtown construction zone are asked to consider having a food stand so patrons can easier access their offerings. West Union has a lot to offer, so if you have anything that we can use to promote your business, please let us know and we will do our best to accommodate you. Let's make the event a fun day for people to spend in town and draw some business! Thank you so much for supporting our triathlon and other Park and Rec activities!



### EntreFest!

**March 8-9  
Gateway Hotel, Ames**

Make 2012 the year you achieve your biggest branding, sales, and profit goals! Join us and go to the Fifth annual EntreFest! Conference as they highlight the thriving world of entrepreneurship in Iowa. Enjoy great food, exhibits, and surprise along the way.

This year, the "Dream Big, Grow Here" contest has our own local K & K Gardens from Hawkeye competing against six other state regional winners for a \$10,000 grand prize marketing their Garden Retreat Center project. Register or find out more information at [www.entrefest.com](http://www.entrefest.com).



**GREEN PILOT UPDATE**

**FAÇADE MASTER PLAN PROGRAM:**

The City of West Union has been invited to submit a full application for the Façade Master Plan program available from the Iowa Economic Development Authority (IEDA). The funding for the program is available through the Community Development Block Grant federal funding. Twenty downtown businesses have submitted letters of intent to participate in the program that will allow them to make improvements to the facades of their buildings. Participants must be located within the downtown urban renewal area to participate in the application which will request \$500,000 in funding. Once the final application is submitted, no new participants may join. Therefore, any downtown business/building owner who would like to participate should contact City Hall or the Main Street West Union office ASAP. The application will be submitted by April 1, 2012, and participating businesses need to have their information turned into the Main Street West Union office no later than March 23, 2012.

**ENERGY EFFICIENT GRANT FUNDING:**

Phase II of the Energy Efficient Grant Program is now available! Main Street West Union will administer the program and information is available at the Chamber/Main Street office. This program offers rebates up to \$3,000 per property and does not require preapproval. Rebates are awarded on a first come, first serve basis. For more information on the program requirements and rebate amounts, please contact MSWU Program Director Robin Bostrom.

**WEBSITE UPDATES:**

Main Street West Union received a USDA grant to provide updates to the content management system for the City of West Union website. The new upgrades will allow for news feeds and video uploads and a more user friendly site. Currently Chamber and Main Street staff are updating information on the site and we encourage everyone to look at the site and let us know if there are errors. Each Chamber member business can have a photo of their business added to the site, so please provide a picture if you would like one added. We hope to have final updates made by April 1<sup>st</sup>. Please visit the site at [www.westunion.com](http://www.westunion.com).



**SONGS of the CIVIL WAR**

Friends of the Library of West Union will be sponsoring a free program of music, history and storytelling by Bob Welch. The program is being held at the West Union Public Library on March 8th at 6:30 pm.

**14th Annual Curves Food Drive**

Curves will be holding it's 14th Annual Food Drive during the month of March. Join Curves of West Union for \$0 during March 12-25!

**Main Street West Union 5th Anniversary Celebration**

Mark your calendars for Saturday, March 24<sup>th</sup> for the Main Street West Union 5<sup>th</sup> Anniversary Celebration! MSWU is celebrating this milestone with a celebration at the Fayette County Fairgrounds.

The entire community is invited to join in the celebration which features a delicious roast beef and roast pork meal with all the trimmings, a gourmet dessert auction, and live musical entertainment featuring West Union's own "Kindred Minds" musical group. Tickets are now on sale at the Chamber/Main Street office for \$10 each.



**2012 WEST UNION FEST**

The West Union Chamber of Commerce Board of Directors has chosen to not hold the Annual West Union Fest (formerly Dairy Day) in June of 2012 due to the Streetscape construction which will encompass a large portion of the downtown area including Vine and Elm Streets. The Chamber still intends to sponsor the Miss West Union contest and details will be available in the near future.

**BUNNY HOP PHOTO OP**

Cedar Court Senior Apartments will be hosting their 2nd Annual Bunny Hop Photo Op on Saturday, March 24th from 9 am to 11 am. Bring your own camera or have a professional photographer take pictures with the Easter Bunny. Photo discs will be available for \$6 so you can print your own photos.



**FIREWORKS CAN COLLECTION**

The can collection bin for the annual fireworks celebration is now 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 clean out the garage in anticipation for all those holiday guests, why not donate those cans to good cause? Thanks for your contribution!!



**MARCH 2012**

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

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

«Name»  
«Contact Information»  
«Mailing Address»  
«City», «State» «Zip»

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### **FLOWER BARREL FILLS**

Your investment in the Chamber provides many benefits and one of them is a FREE flower fill for your summer flower barrels. Included with this newsletter is a reservation form to receive one free fill of 5 assorted flowers for either a sun or shade location. Additional barrel fills can be purchased for \$20 each and all fills will be planted by Chamber volunteers in late May when the chance of frost has passed.



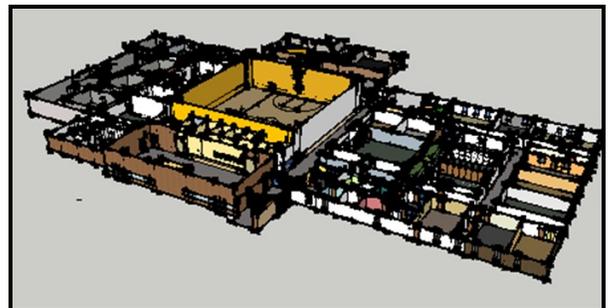
Flowers are purchased locally from a Chamber member business and allow our membership to have a uniform look across the community with matching flowers. Downtown businesses are encouraged to use their flower barrels in the alley next to their rear entrance while Vine and Elm Streets are under construction.

Please return your reservation form to the Chamber office by April 15th, 2012.

### **BUILDING OWNERS WANTED!!**

The North Fayette High School Industrial Technology Drafting class is looking for downtown building owners who would be interesting in having a 3D CAD Model of their building drawn and placed into GoogleEarth. The downtown business will benefit by being placed into an online community which will provide a visual online presence for the business. The program will allow the local drafting students an opportunity to gain experience in measuring, drafting, and virtual reality manipulation.

Students will introduce themselves to the community members and explain their proposal; take accurate dimensions and measurements; photograph the building's exterior; render the building into a 3D modeling CAD (computer assisted drafting) program; and upon approval of the building or business owner, place the building into the online program GoogleEarth. Once placed into GoogleEarth, the 3D building will be visible to all online visitors who choose to look at West Union.



**If you are interested in participating, please contact the instructor, Neal Bentley, at the high school, (563) 422-3852 or by email, [nbentley@nfcscd.k12.ia.us](mailto:nbentley@nfcscd.k12.ia.us). Please respond no later than March 12th!**