

Chamber Highlights

THE MONTHLY NEWSLETTER OF THE CRESTON CHAMBER OF COMMERCE

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SEPTEMBER 2012

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- September Hi-Fives
- Activity Calendar



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*Ellen Gerharz,
Executive Director*

*Peggy Van Pelt,
Office Manager*

For further information on Chamber projects and events, call the Chamber office at 641-782-7021.

The Chamber's Mission Statement

To promote and showcase the community, to be a leadership organization which unifies the community, and map a course for Creston's future development.

35th ANNUAL CRESTON/SW IOWA HOT AIR BALLOON DAYS SEPTEMBER 14, 15 & 16, 2012

Hopefully all of you are making your plans to be part of the upcoming 35th Annual Creston/SW Iowa Hot Air Balloon Days activities. The following is a brief listing of some of the events that will be taking place.

Friday Night Fun Flight: Plans are underway for the Friday Night Fun Flight of hot air balloons to take place over Creston (weather permitting) beginning around 5:00 p.m. This is a great way to kick-off the weekend festivities.

Parade: The parade of bands will be held in Uptown Creston at 10:30 a.m. Bands from the area will be in competition, and the Creston High School Band and Middle School Band will be performing. The balloonists will be in the parade as well.

If you would like to be in the parade with an entry, please come to the corner of Howard and Chestnut on the 15th by 10 a.m.

Creston Hot Air Balloon Days Show & Shine Car Show: This event will be held on September 15th in the Kilgore RV lot, corner of Sheldon and Sumner, from Noon to 4 p.m.

Pet Show: If you are looking for something a little different go to the pet show and see many "different" pets at this fun event. Proud owners show off their favorite companions. The Show starts at 2:00 p.m.

Pedal Pull: The Pedal Pull will again be held this year. This event is enjoyed by the participants and spectators alike. The Pull starts at 2:30 p.m. out at the Airport.

Parking at the airport will cost \$1.00 PER CAR PER TIME.

Balloon Tee Shirts, Sweatshirts and Pins Now Available

The 2012 Hot Air Balloon Days tee shirts, sweatshirts and pins are available. Stop by the Chamber to purchase yours or contact a representative of the Junior Class Parents.

Show your support for the 35th Annual Hot Air Balloon Days. Wear your Balloon Gear proudly.

2nd Annual Creston's Taste of the Town.....On the Right Track

On October 12th & 13th the 2nd Annual Citywide, **Creston's Taste of the Town.....On the Right Track** will take place. From last year's success, this is a great opportunity for you to bring customers into your business. The only requirement is that each participating business will have a food goody to provide the public along with the recipe of this item to hand out to the customers.

Any business that is participating is asked to give Ellen their recipes by October 4th so that she can make copies of them and then return them to the business to be handed out.

Anyone having questions about the promotion, please call the Chamber.

2. *Chamber Highlights* - Creston Chamber of Commerce

2012 Executive Board

President, Jeanette Gildsig
Vernie's Drapery Shop

First Vice President, Roger Lanning
First Federal Savings Bank

Second Vice President, Mike McCullough
Wellman Dynamics Corp

Treasurer, Adam Snodgrass
Iowa State Savings Bank

Past President, TJ Stalker
Stalker Chevrolet, Inc.

Executive Director, Ellen Gerharz

Board of Directors -

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Southwestern Community College
- Barb Coenen
Maple Street Memories
- Kate Shafar
Precision Optical
- Cinda Long
American Home Design Center
- Chuck Irelan
Hy-Vee
- Mike Coen
Coen's Furniture, Inc.
- Darin Goins
Walmart Super Center
- Ellen Kearney
Greater Regional Medical Center
- Bill Messerole
Creston Community Schools
- Rob Evans
Crop Production Services, Inc.
- Ron Bernard
Creston Super 8
- Rhonda Miller
Bunn-O-Matic
- Ken Callahan
Callahan Real Estate
- Melissa Driskell
Winterstien Construction
- Mary Saxton
First National Bank
- Betty Shelton
Creston City Council Liaison
- Marsha Wilson
Creston City Council Liaison
- Brittany Irelan
Ex Officio, Creston High School

Director's Thoughts

With less than a month until our 35th Annual Hot Air Balloon Event, the pace is beginning to quicken here in the office. We already have many balloonists signed up to attend. Yet as I began writing this month's thoughts my mind went to all the people that help make this event happen as well as so many other activities and jobs that get done in Creston by VOLUNTEERS.

Have you ever stopped to think where would we be without them? What kind of community would Creston be?

I look at the various groups and boards I am involved with and the number of different people from all walks of life and interests who volunteer their time, many without recognition, but who are willing to help make a difference is impressive.

We all know those who volunteer countless hours and others just a few, but we need them all. All of these contributions are valuable. These people are what make Creston such a great place to live and call home.

So thank you to all who volunteer, and to those who haven't, there is still time.

Have a great month. Ellen

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Image Enhancement Committee August Yards of the Month, Areas of the Month and Flowerpots of the Month

The Image Enhancement Committee would like to acknowledge and congratulate the following yards that were honored as the August Yards of the Month:

512 West Mills

1201 East Howard

912 North Sycamore

These yards join the June Honorees at 505 McKinley, 701 East Townline Street and 701 East Howard Street and the July Honor Yards at 915 West Adair, 221 South Walnut and 703 South Stone. Keep up the good work everyone under these very tough conditions.

The Image Enhancement Committee would also like to recognize and acknowledge an area(s) of Creston that has worked hard to maintain and enhance their corner of Creston. Congratulations to:

American Home Design Center

Union County Court House

The Image Enhancement Committee would also like to recognize and acknowledge flowerpots in Creston that looks great. Congratulations to:

Family Shoe Store – 219 West Adams Street

Curves – 217 West Adams Street

Thank you to Creston True Value, Creston Super Walmart and Green Valley Pest & Lawn Care for co-sponsoring the Yards of the Month, Area of the Month and flowerpot of the month with the Chamber.

If you would like to nominate a yard, area or flowerpot to be considered by the Committee for September and October please call the Chamber with the address.

High Lakes Leadership Initiative

Are you looking to expand your professional and social networks to new community members?

Do you want to connect with local decision makers?

Are you looking for a way to sharpen leadership skills for future management employees?

If you answered "Yes!" to any of the above questions, an opportunity is just around the corner.

The High Lakes Leadership Initiative is now accepting nominations for the Class of 2013. This local leadership development program is now entering into its fourth year of operation. This is a learning opportunity for those who live, work or conduct business in Union County, Iowa.

Nine sessions will be held on a bi-weekly basis starting January 23, 2013 through May 8, 2013. The sessions are held at various locations throughout Union County and focus on learning the community capitals and instilling leadership skills.

Taylor McClellan, Materials Manager at Greater Regional Medical Center (Class of 2012) says this about his experience this past year. *"The High Lakes Leadership Class provided an excellent vehicle for learning about Union County and making the transition from a citizen on the sidelines to an active community leader. The information and networking opportunities made it a worthwhile experience for me as a young person, new to the area, who is interested in becoming involved."*

To be considered for the class, participants may be nominated by an employer/colleague or are welcome to apply directly. Nominations must be received by September 30 to be eligible for the next year's class. Nominees will receive a letter of announcement of their nomination no later than October 15 and will be invited to apply for the leadership program. Individuals are notified of their acceptance in early November.

To make a nomination or for more information, please call (641)-782-2003 or visit www.highlakesleadership.com.

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Nominations are needed to Recognize Great Citizens, Volunteers and Youth in Creston

Many individuals work hard to make Creston a great place to live. The Creston Chamber of Commerce and the *Creston News Advertiser* would like to honor these people by once again co-sponsoring the seventeenth annual **Creston Citizen of the Year Award**. Past honorees have included Galen Zumbach (95), Darlene Loudon (96), Fannie Luther (97), Glen Weaver (98), Ralph Edwards (99), Tim Kinkade (00), Ed Ritter (01), Ken Hudson (02), Ron Levine (03), Don Mosman (04), Dr. Robert Kuhl (05), Vaughn Seckington (06), Jack Keuter (07), Flossie Roberts (08), Bob & Betty Jungst (09), Darwin West (10) and the 2011 honoree was Martha Musmaker. Ads soliciting nominees for the honor will appear in the *Creston News Advertiser* during the month of September and will also be available at the Chamber Office.

A committee comprised of representatives of the Chamber, the CNA, and the community at-large will select the winner from among the individuals nominated.

The individual chosen for this distinction will be honored at the Chamber's 73rd Annual Meeting and Dinner on November 13th. The Chamber will present the winner with an attractive crystal award and the *Creston News Advertiser* will present a gift of \$100 in the winner's name to his or her favorite local charity.

All Chamber members as well as the public are encouraged to submit nominations. **Special nomination forms and instructions will be available at the Chamber Office or in ads published in the *Creston News Advertiser*.** Nominations for the Citizen of the Year award must be received by **Wednesday, October 3, 2012**.

Another award that will be given by the Chamber of Commerce at the Annual Meeting is the **Volunteer Leadership Award**. This award is to honor an individual for his or her volunteer efforts. Volunteer leadership award entries are judged on the significance of the person's contribution to the betterment of some aspects of community life and his or her record of volunteer service devoted to the growth and improvement of the community.

To nominate someone for the Volunteer Leadership Award, submit a letter explaining why you feel your nominee deserves this recognition by October 3, 2012, to the Creston Chamber of Commerce. Include details concerning the nominee's involvement in community affairs, and please include the nominee's name, occupation, address and phone number. The honoree will receive a check for \$100 to their favorite local charity from the *Creston News Advertiser*.

The Chamber will also be honoring a young person in Creston with our **Youth Award**. This award is based on a graduating seniors individual achievement, accomplishments and demonstrated leadership in their home, school and community. To nominate such an individual, please send a letter of recommendation to the Chamber telling why you believe the nominee should be considered for this award. The Creston Chamber of Commerce must receive all nominations by October 3, 2012. The winner will also be honored at the Chamber Annual Meeting. They will also be presented a check for a \$100, which will go to the college or institution they will be attending, from the *Creston News Advertiser*.

Halloween Contest Sponsor Needed

The 15th Annual Halloween Contest, if it is held, is in need of a sponsor. If you might be interested in sponsoring the event please call Ellen for details.

Ask Us Program

Do your employees get asked questions about our area from visitors? Do they know most of the answers? If not, then you need to contact the Chamber. We can come meet with you and your staff and make a presentation about Creston and the area, or if need be we have information available for you to take back to your business and share. Please call the Chamber for more information.

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Creston:Arts

Enjoy art in Uptown Creston. Each month Creston:Arts will present a new gallery show in the former Water Office at the Restored Depot in Uptown Creston, 116 West Adams Street. The area will be open Monday through Friday from 11:30 a.m. to 1:30 p.m. for the public to stop by and enjoy the art. The September Show will feature the artwork of Jim Stalker. The Artist Reception will be held on Friday, September 7th, from 6 to 8 p.m. For more information please call 1-641-247-1663.

September Hi-Fives For Great Customer Service Goes Out To

Kevin Wilson, Creston Super Walmart, for, "being so customer orientated. You do an exceptional job and are a great asset to Walmart."

Teresa Cheers, Teresa's Fine Floral, for, "doing such a lovely job. You are so kind and compassionate. Thank you."

Jeff Wynn, F & M Body Shop, for, "being so very helpful and friendly. You did great work."

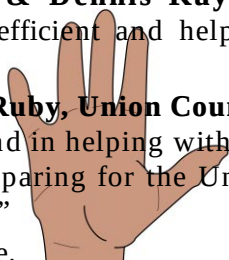
Creston Park & Rec Board, for, "all you do for Creston. Your hard work and dedication are appreciated. Thank you."

Mary Jo Borcharding & Dennis Kuyper, Creston News Advertiser, for, "being so efficient and helpful. You both were great."

Cheryl Purdum & Deb Ruby, Union County Extension Office, for, "going above and beyond in helping with grant applications as well as all of your help preparing for the Union County Fair and during the Fair. Thank you."

Congratulations everyone.

Remember all you need to do to have someone honored with a Hi-Five is to call the Chamber to acknowledge individuals and businesses that have given excellent customer service or gone that extra mile for you the customer. We need to acknowledge this effort and show our appreciation. Please call Ellen at 782-7021 to share your Hi-Five.



Inserts for September

Creston / SW Iowa Hot Air Balloon Days

GRMC

Secured Residential Inspections

September Gold Star Business Honor

Crest Haven Care Centre
1000 East Howard Street

Congratulations,
you are most deserving.

Each month the Chamber will honor a business or businesses around town that maintain their appearance both inside and out and keep their area clean. Please call the Chamber to acknowledge a business property.

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Chamber Member Spotlight

Creston Veterinary Clinic would like to invite you to come meet and welcome their newest veterinarian, Dr. Melissa Forshee on, Wednesday, September 5th from 4 to 7 p.m. They will also be saying good-bye to Dr. Brus who is leaving the Clinic.

ISSB will be holding an Open House on, Thursday, September 6th from 9 to 11 a.m. to welcome Emily Ford to the Branch Bank in her new position as a Loan Officer. Stop by and say hi to Emily.

Carquest/Creston, 502 West Adams Street, has recently been sold to **Arnold Motor Supply**. Stop in. Mike Linch and his staff would be happy to show you around.

Lori Harvey is the new Administrator at **Creston Nursing & Rehab Center**. They will be holding a Welcome Coffee on September 10 at 10 a.m. for people to come and say hello.

The Chamber would like to acknowledge and thank **American Home Design Center** who was inadvertently left off the list of businesses who are caring for the flower pots around Creston. We would also like to thank **Iowa Focus and Plentiful Harvest** for agreeing to care for two of the flower pots.

Regional Dream Big, Grow Here Business Plan Competition

The Dream Big Grow Here Business Plan Competition is an opportunity for Iowans to win one regional \$5,000 small business grant and then go on to pitch their business for a shot at a \$10,000 grand prize. The South Central Iowa Area Partnership, Inc. is hosting a regional competition because it believes in an atmosphere which fosters entrepreneurship. This event will help support existing industries and help to spark some new start-ups.

Basic Rules:

- ▶ Business must be located in Union, Clarke, Decatur, Madison, Wayne or Lucas Counties.
- ▶ Must be 18 or older.
- ▶ Must have 200 or less employees.
- ▶ Must be for profit.

For full contest rules visit www.DreamBigGrowHere.com

Timeline: To participate, entrepreneurs are encouraged to visit the website to determine their eligibility then upload a video, power point or photographs outlining their plans during the contestant entry phase September 10-28th and encourage others to vote for them during October 1-19th. The Top 5 companies with the most votes will have a pitch off at Lakeside Casino on November 2nd. The Regional winner will pitch off at the state competition at EntreFest! 2013.

Submit Your Dream: September 10-28th

Dreams Posted: September 30th

Voting Begins: October 1-19th

Regional Pitch Off: November 2nd - Lakeside Casino

Statewide Pitch Off: EntreFest! 2013

Dream Big Grow Here is sponsored by the University of Northern Iowa MyEntreNet, the Iowa Bankers Association, Renew Rural Iowa, ISU Community Vitality Center, Iowa Economic Development Authority, VentureNet, Delta Dental of Iowa and the Technology Association of Iowa.

Neat and Clean Community

Recently the Chamber ran an ad in the *Our Iowa* Magazine. As part of the promotion one lucky reader would win \$100 in Creston Bucks. This month's winner was from Adair, Iowa, and wrote a very nice thank you after she and her husband had visited Creston. I would like to share the contents of her thank you.

"We'd really like to thank you for the \$100 in Creston Bucks that we won finding the Lucky I's in *Our Iowa* Magazine. It was really fun to visit your city. Everything was so nice and clean. We spent our bucks at Fareway. Our grocery store just closed so this really came at a good time. Thank you very much."

I thought you might enjoy hearing the positive thoughts of a visitor to our great Community.

Customer Service Simply Stated

- S** **Smile** – A proper greeting establishes rapport and sets the tone.
Sincerity – Shows you're glad the customer is in your store.
- E** **Educate** – Educate the consumer on how your products/services can meet their Needs.
Excel – Go above and beyond standard expectations.
- R** **Respect** – Provide respect of others' opinions; you would expect the same courtesy
Recognition – Give credit where credit is due.
Make customers feel important in your store because they are.
- V** **Value** – Today's quality-conscious consumer expects value.
Quality + Service + Price = Value.
Versatility – Be flexible to meet the demands of today's changing environment.
- I** **Integrity** – Establish credibility through honesty and consistency.
Initiative – Follow up on special orders or requests
- C** **Courtesy** – Provide kindness and consideration to every customer
Common Sense – Use proper judgment in unusual situations.
- E** **Enthusiasm** – Show eagerness in helping each person in your store or business
Empathy – Understand or recognize the consumer's distinct needs.

Creston Chamber of Commerce Activities

September 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 Labor Day Creston Farmers Market, 4 to 6:30 p.m., McKinley Park	4 Chamber Radio Grapevine Visit, 9:00 a.m. Creston City Council Meeting, 6 p.m., City Council Chambers	5 Creston Veterinary Clinic Welcome Dr. Forshee & Good-bye to Dr. Brus, 4 to 7:30 p.m., 509 W. Townline St.	6 ISSB Open House and Welcome Emily Ford, 9 to 11 a.m., Hwy 34 Branch	7 Artist Reception at the Creston Art Gallery, 6 to 8 p.m.	8 Walk to End Alzheimer's
9	10 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park	11	12 Welcome Coffee Creston Nursing & Rehab Center 10:00 a.m. 1001 Cottonwood	13 Pork Chop Dinner, 4:30 to 7 p.m., McKinley Park Girl Scout Registration, 5 to 7 p.m., Restored Depot	14 Creston Chamber of Commerce Board Meeting, 7:30 a.m., Chamber Office Sept. 14 to 16, Creston/SW Iowa 35th Annual Hot Air Balloon Days	15
16 GRMC Open House, 2 to 5 p.m., GRMC Sept. 14 to 16, Creston/ SW Iowa 35th Annual Hot Air Balloon Days	17 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park	18 Chamber Coffee at ASI Audiology & Hearing, 10 a.m., 319 W. Adams Creston City Council Meeting, 6 p.m., City Council Chambers	19	20 Women in Business Meeting, 8 a.m., R Realty, 114 N. Elm	21 Image Enhancement Committee Meeting, 7 a.m., Windrow Restaurant	22
23	24 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park	25	26 Creston Community Pep Rally	27	28 Creston High School Homecoming	29
30						

OCTOBER

SALUTE TO INDUSTRY MONTH

- 1 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park
- 2 Creston City Council Meeting, 6 p.m., City Council Chambers
- 4 Chamber Radio Grapevine Visit, 9:00 a.m.
- 8 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park
- 9 Chamberwide Retail Promotions Meeting, 5:35 p.m., Chamber Office
- 11 High Lakes Outdoor Alliance Banquet & Auction, Three Mile Lake Lodge
- 12 Creston Chamber of Commerce Board Meeting, 7:30 a.m., Chamber Office
Creston Taste of the Town Retail Event
October 12 to 14 - CAT & Rotary Dinner Theatre, "Death in them Thar Hills"
- 13 Creston Taste of the Town Retail Event
- 15 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park
- 16 Creston City Council Meeting, 6 p.m., City Council Chambers
- 18 Women in Business Meeting, 8 a.m., R Realty, 114 N. Elm
- 19 Image Enhancement Committee Meeting, 7 a.m., Windrow Restaurant
- 20 Southern Prairie YMCA Annual Wine Tasting & Auction
October 22 to October 27, Friends of the Library Week
- 27 Bright Eyes in the Park, McKinley Park
- 29 Holiday to Holiday Extravaganza
- 31 Happy Halloween
City Wide Trick or Treat, 5 p.m. - 8 p.m.

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