

Chamber Highlights

THE MONTHLY NEWSLETTER OF THE CRESTON CHAMBER OF COMMERCE

Support YOUR Chamber . . . Buy from Chamber Members

JULY 2013

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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.

Chamber Summer Golf Tournament

There is still time to sign up for the 16th Annual Chamber Golf Tournament scheduled for Friday, July 12th at Crestmoor Golf Club and Pine Valley Golf Course.

The event will begin with lunch at Pine Valley at 11:30 a.m. and a shotgun start at 12:30 p.m. from both courses. Golfers will then move to the course they did not play and complete the final nine holes. After completing this round of golf a taco bar will be served and prizes will be awarded at Crestmoor Golf Club. It will be a fun day and a great chance to interact with other Chamber Members, as well as support the Chamber in this fund raising event.

The entry fee for a team of four is \$250 (\$63 per person). Included in your entry are golf and carts at both courses, lunch and taco bar, plus a chance to win several door prizes.

In addition to teams, we also need **hole sponsors**. Golfers (and golfers for a day) will compete for your prize on the various holes, as well as door prizes. If you would like to contribute something to the golf outing please contact Ellen by July 5th.

If you would like to golf but don't have a complete team, call Ellen at the Chamber office to get you on a team. Sign up today.

4th of July Carnival Is Coming Back to Creston

Royal West Amusements will be bringing their Carnival to Creston for the 10,000 Crestonians 4th of July Celebration. The Carnival will be located on the south side of McKinley Park from July 2nd through July 6th. Advance All-Day Ride Tickets for \$20.00 will be available through the Chamber Office up to 3:00 p.m. on July 2nd or while supplies last.

10,000 Crestonians 4th of July Celebration

Please check out the schedule of activities for the 4th of July enclosed in the newsletter. **Enjoy the activities taking place in Creston.**

Sales Tax Holiday

Iowa will again have the annual sales tax holiday on August 2nd and 3rd. No tax will be collected on sales of certain clothing or footwear during this time. For those of you who have access to the Internet, please visit www.iowa.gov/tax/educate/holiday1.html. The exemptions and rules are listed from the Iowa Department of Revenue and Finance. The list of taxable and exempt items and other information has not changed from last year. This exemption applies to each article priced under \$100.

Celebrate McKinley Park

Planning is underway for the seventh annual **McKinley Park Extravaganza**. It will be held Saturday, July 27th at McKinley Park. All proceeds raised will go toward park renovations.

Come for great food, kids fishing contest, Bill Riley Talent Show, swimming, games, raffles, an auction and many more activities.

2013 Executive Board

- President**, Roger Lanning
PCSB Bank
- First Vice President**, Mike McCullough
Wellman Dynamics Corp
- Second Vice President**, Barb Coenen
Maple Street Memories
- Treasurer**, Adam Snodgrass
Iowa State Savings Bank
- Past President**, Jeanette Gildsig
Vernie's Drapery Shop
- Executive Director**, Ellen Gerharz

Board of Directors -

- Tracy Davis
Southwestern Community College
- Chuck Irelan
Hy-Vee
- Mike Coen
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- Ellen Kearney
Greater Regional Medical Center
- Bill Messerole
Creston Community Schools
- Ron Bernard
Creston Super 8
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- Ken Callahan
Callahan Real Estate
- Melissa Driskell
Winterstien Construction
- Mary Saxton
First National Bank
- Teresa Cheers
Teresa's Fine Floral
- Matt Higgins
Alliant Energy
- Devon Leith
Tyler Insurance
- Tony Stuart
Hi-Crest Auto/United Super Wash
- Marsha Wilson
Creston City Council Liaison
- Britany Irelan
Ex Officio, Creston High School
- Levi Eblen
Ex Officio, Creston High School

A Great Way to Spread the Word - Chamber Flyers

Just a brief reminder that you too can include your business flyer in the monthly Chamber newsletter for only \$40.00. Please call the Chamber to reserve your spot today, or if you have any questions.

It is a great way to get the word out.

Thank You

- ◆ To **Vanmark Equipment** for your donation to the Visitor Center. It is greatly appreciated.
- ◆ To the **City of Creston Street Barn** for all of your work to make Creston a better community.
- ◆ To the **Creston Chamber of Commerce Ambassador Callers** - **Sharon Higgins** - **First National Bank**, **Eva Perkins** - **Iowa State Savings Bank**, **Kathy Bailey** - **American Home Design Center** and **Dawn Loudon** - **PCSB Bank**.
- ◆ The Chamber would like to thank the **Creston Elks Lodge** for putting up the flags on Flag Day.

July Inserts

10,000 Crestonians
4th of July Schedule of Events
Supervisory Skills Enhanceme

Thoughts from the Director

I would like to take this opportunity to highlight and again thank the following new and re-joining Chamber Members for 2013. Your support is greatly appreciated by me and the Chamber Board of Directors.

- American Republic Insurance Services
- Back Forty BBQ
- Big Boys Toyz
- Casey's Store - Hwy 25
- Casey's Store - Hwy 34
- Crago Carpet Care
- Creston Apartments
- Elizabeth Waigands, IowaWORKS
- Elm's Club
- Green Valley State Park H & R Block
- Southern Iowa Trolley
- Sunmer Lesson Studios
- The Lobby
- Wimmer Farms

Ellen

Relocation Packets Available

Just a reminder to all Chamber members that the Chamber has relocation packets available for your recruiting needs as well as for someone you know who may be thinking about moving to our area.

Please call the Chamber if you need packets or need more information.



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Tips for Promoting Your Business

- 1) Attend Chamber events regularly to make business contacts.
- 2) Join Chamber committees to benefit your company.
- 3) Introduce yourself and shake hands often at Chamber events.
- 4) Give out business cards generously.
- 5) List products and services on the back of your business card.
- 6) Thank clients openly for their business.
- 7) Promote your business through Chamber publications.
- 8) Do business with fellow Chamber members.
- 9) Call on new Chamber members; they may be prospective customers.
- 10) Periodically review Chamber member benefits to be sure you are taking advantage of every one of them.

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Image Enhancement Committee June Yards 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 June Yards of the Month:

505 McKinley – 1202 West Jefferson – 705 West Irving

There is a group of people that the IEC Committee would like to thank for caring for the flower pots. The following people plant the flowers, maintain and care for the flowerpots all on their own. They are the **Creston News Advertiser, Family Shoes, Curves, Walters Custom Signs & T's, Coen Furniture, First National Bank, Tyler Insurance, Union County Court House, NAPA of Creston, Boyd Appliance Center, SIRHA, Quilts and Other Notions, Harvey Law Office, Innovative Industries, Country Hearts, Van Gelder Clothing, Southwest Iowa Furniture Mart, Wishing Well, R Realty, Area 14 Agency on Aging, Upper Crust, City of Creston, Creston Chiropractic, Vernie's Drapery Shop, Creston Veterinary Clinic, iWireless, Grapevine Staffing, Stalker Chevrolet, Great Western Bank, Ben Adamson, State Farm Insurance, Southern Hills Veterinary Clinic, Jane Brown Physical Therapist, Shear Magic Styling Salon, Hi-Crest Auto & United Super Wash, Quality Glass Company, Punky's, Precision Optical Group, American Home Design Center, IowaWorks and Eblen Accounting.** Your help and assistance is greatly appreciated. Thank you so much again.

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 July, August, September and October please call the Chamber with the address.

Firework Safety Reminder

Just a reminder to have a safe and happy July 4th. Please leave your own fireworks at home when you come to McKinley Park to enjoy the **Big Show, which will start at 9:30 p.m.**

Four things to consider about online coupon marketing

1. Have a clear purpose for instituting an online coupon marketing program. Increase sales, bring in more customers, move stock, make more money. Knowing your reason for having a coupon will help you design one that will achieve your goal.

2. Make the discount big enough to cause people to pay attention. Less than a 20% discount is probably not worth the time and energy to create the coupon.

3. Pay attention to your online coupon listing, updating it or removing it when it expires.

4. Capture the email addresses of coupon users so that you can use other online marketing resources to turn them into repeat customers.

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www.ruraltourismmarketing.com



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Creston:Arts

Enjoy art in Uptown Creston. Each month Creston:Arts presents a new show in the Gallery located in the former Water Office at the Restored Depot in Uptown Creston, 116 West Adams Street. The Gallery is be open Monday through Friday from 11:30 a.m. to 1:30 p.m. and Saturdays from 1 to 4 p.m. free of charge for the public to stop by and enjoy the art. The July Show will feature the, "The Ceramic Works of Paul Koch". The monthly Gallery Reception will be held on July 5th from 6 to 8 p.m. For more information please call 1-641-247-1663.



Member Spotlight

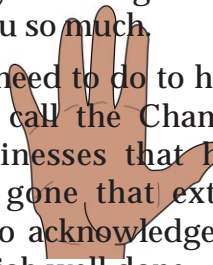
The Creston Chamber of Commerce Ambassadors held a Ground Breaking at Prairie View Assisted Living Facility, 1709 W. Prairie, for their new Memory Care Unit on June 6th.

July Hi-Five For Great Customer Service Goes Out To

Amber Davison, Creston Super Walmart, for, "the outstanding customer service you provide. Thank you."

Rectory Re-Run Shop for, "providing great service. You helped to make my son's graduation, unique and memorable. Thank you so much."

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 for a job well done.



July Gold Star Business Honor Callahan Real Estate

105 South Sumner Avenue
Creston

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. All you need to do is to call the Chamber to acknowledge a business property. Please call Ellen at 782-7021 to share your thoughts.

American Home Design Center

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**Creston
Chamber of Commerce
Activities**

July 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Creston Around Town Meeting, 5:30 p.m., Quilts & other Notions Creative Center Creston Farmers Market, 4 to 6:30 p.m., McKinley Park	2 Veteran's Appreciation Breakfast, 7 to 8:30 a.m., Mealsite Creston City Council Meeting, 6 p.m., City Council Chambers	3	4  Happy 4th of July	5 Creston Arts: Artist Reception, 6 to 8 p.m., Restored Depot	6
7	8 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park	9 Chamber Radio Grapevine Visit, 9 a.m.	10	11 PCSB BANK OPEN HOUSE 2-4 p.m. 501 West Taylor	Creston Chamber of Commerce Board Meeting, 7:30 a.m., Chamber Office Chamber Golf Outing CAT Presents, "Oliver"	13 CAT Presents, "Oliver"
14 CAT Presents, "Oliver"	15 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park	16 Creston City Council Meeting, 6 p.m., City Council Chambers	17	18	19 Image Enhancement Committee Meeting, 7 a.m., Windrow Restaurant	20
21	22 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park	23	24	25	26	27 McKinley Park Festival
28	29 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park	30	31	Creston's 10,000 Crestonians 4 th of July Celebration, June 28 to July 6, 2013 – see enclosed insert Union County Fair, July 20 to July 25, 2013		

AUGUST

Iowa State Fair – August 8 to August 18

- 2 Creston Arts: Artist Reception, 6 to 8 p.m., Restored Depot
 - State of Iowa Sales Tax Holiday
 - 3 State of Iowa Sales Tax Holiday
 - 5 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park
 - 6 Chamber Radio Grapevine Visit, 9:00 a.m.
 - Creston City Council Meeting, 6 p.m., City Council Chambers
 - 9 Creston Chamber of Commerce Board Meeting, 7:30 a.m., Chamber Office
 - KSIB Presents the Carson & Barnes Circus
 - 12 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park
 - 17 Image Enhancement Committee Meeting, 7 a.m., Windrow Restaurant
 - 19 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park
 - 20 First Day of School
 - Creston City Council Meeting, 6 p.m., City Council Chambers
 - 26 Creston Farmers Market, 4 to 6:30 p.m., McKinley Park
- September 20 – 22 – Creston/SW Iowa 36th Annual Hot Air Balloon Days

Creston Chamber of Commerce
Box 471
Creston, IA 50801

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